DOCUMENT RESUME

ED 144 148 CS 501 845

AUTHOR Katzman, Nathan; Wirt, Kenneth
TITLE Public Television Programming by Category: 1976.
INSTITUTION Corporation for Public Broadcasting, Washington, D.C.
SPONS AGENCY National Center for Education Statistics (DHEW), Washington, D.C.
PUB DATE Aug 77
NOTE 160p.; Several pages may not reproduce well due to small type

EDRS PRICE MF-$0.83 HC-$8.69 Plus Postage.
DESCRIPTORS Broadcast Industry; Content Analysis; Educational Television; *Programing (Broadcast); *Public Television; *Research Methodology; *Television Research; *Television Surveys
IDENTIFIERS *Corporation for Public Broadcasting; *Public Broadcasting System

ABSTRACT

This report, part of a series of statistical surveys of public broadcasting based on data provided by licensees of the Corporation for Public Broadcasting, provides details of public-television program content for the 1976 calendar year. Chapters include discussion of definitions and categories of program content, the public television system in 1976, instructional television services, "Sesame Street" and "The Electric Company," general and news/public-affairs programs, special or target-audience programs, local programing, and the Public Broadcasting System and prime-time programing. Five appendixes detail the research methodology used in the project. (KS)

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PUBLIC TELEVISION PROGRAMMING BY CATEGORY: 1976

by
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Corporation for Public Broadcasting
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Washington, D.C., August 1977

HIGHLIGHTS

	1974	1976
A) Total System		
Number of Stations	238	253
Number of Licensees	153	154
Number of Broadcasters	151	152
Average Annual Hours per Broadcaster[1]	3872	4542
Average Annual Programs per Broadcaster	6547	7607
B) PTV Programming By Type of Program	% of total hours	% of total hours
ITV	17.1*	16.6**
Sesame Street/Electric Company***	21.2	17.8
General	61.1	66.5
News/Public Affairs	12.6	11.9
Information Skills	15.9	19.9
Cultural	17.9	20.9
General Children's	10.7	10.0
Other	4.4	3.8
C) Producer		
Local	11.4	10.1
Major PTV Organization[1]	45.4	21.5
Other PTV[1]		26.7
Consortium	2.5	1.7
CTW	22.0	18.8
Independent	5.9	6.1
Commercial	1.9	2.8
Foreign/Co-production	5.8	7.6
Other	5.1	4.6
D) Distributor		
Local	11.3	10.0
PBS	62.1	69.3
Regional	9.6	6.2
All Others	17.0	14.5

FOREWORD

This publication is part of a series of statistical reports on public broadcasting based on data provided by public television licensees to the Corporation for Public Broadcasting (CPB).

Starting in 1961, a series of volumes entitled One Week of Educational Television was produced by a variety of different people and organizations. In 1973, the Corporation for Public Broadcasting issued One Week of Public Television, April 1972. These reports provided an analysis of the content of a specified week of broadcasting by public television stations. The current report is the second in a new series of analyses. The Corporation and the National Center have supported the study of a representative sample of the entire calendar year of public television content. The first such report, Public Television Program Content: 1974, was issued two years ago. This report gives details of public television program content for the 1976 calendar year.

The National Center for Education Statistics (NCES) of the Department of Health, Education, and Welfare's Education Division and CPB have supported the design, data collection, and analysis of these reports. Leon Rosenbluth, Director of the Office of Communication Research, CPB, and Ronald Pedone, Project Officer, NCES, have represented the two organizations in these endeavors. Implementation of the project was undertaken by Natan Katzman and Kenneth Wirt of Research & Programming Services, San Francisco.

Details of research methodology are presented in Appendix I of this report and definitions are reported in Chapter I. The reader may wish to examine these for a more detailed understanding of the data.

We sincerely appreciate the time and information provided by participating organizations.

Henry Loomis, President	Marie D. Eldridge, Administrator
Corporation for Public Broadcasting	National Center for Education Statistics

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ACKNOWLEDGEMENTS

Thanks are due to the many people who provided support for this project. We especially thank all those respondents who took the time and effort to complete the survey forms. Ron Pedone of NCES provided aid and encouragement. Mike Graham and Madi Green of CPB's Management Information Systems office helped oversee the operation. Joan Lanigan of PBS kept us current on PBS feed schedules. Mary Sceiford, of CPB, Mark Handley, of PBS, and Sol Rockman of AIT helped with the design and precoding of ITV materials. Sol Katzman programmed and ran the computerized data analyses. Young Lee and Susan Winston assisted with the editorial process at CPB. N.M. Sanford prepared the index. Leon Rosenbluth of the CPB Office of Communications Research was responsible for general oversight of the project.

We have chosen to exercise some editorial judgement in the selection of material to be covered by this report. Some readers will surely find the mass of data to be dull and repetitive; others may find that certain data have not been published. To include everything would have required hundreds of tables and a data processing budget far beyond what was available. We hope the report covers all the information that can be of use to those who must guide and understand public television and educational technology. If there is a need for further analysis, the data base remains intact at CPB.

N.K
K.W

San Francisco
June 13, 1977

SUMMARY OF HIGHLIGHTS

In 1976, there were 253 stations representing 152 different schedules: an increase of 15 stations and one schedule from 1974. An annual average of 4,542 hours and 7,607 programs were aired per broadcaster* in 1976: this represents an increase of 17% in the number of hours and 16% in the number of programs over 1974 levels. All told, 1.15 million station-hours of material were broadcast by PTV stations in 1976.

The average broadcaster aired 752 hours of ITV*, comprising 16.6% of all air time in 1976. "Sesame Street" and "Electric Company" accounted for 808 hours and 17.8% of all air time: a decrease from 821 hours and 21.2% in 1974. General programming (including News/Public Affairs, Information/Skills, Cultural, Children's, and other programs) accounted for 3,018 hours and 66.5% of all air time in 1976 compared to 2,385 hours and 61.1% in 1974.

Locally produced* programming represented 459 hours and 10.1% of all air time in 1976. These figures show an increase of 18 hours per year per broadcaster from 1974, but a decrease in the percentage of all air time due to a greater total amount of air time. Programming produced by single PTV organizations (both "major"* and "other"*) accounted for 2,190 hours and 48.2% of all air time as compared to 1,758 hours and 45.4% in 1974.

Use of programming distributed* by PBS in 1976 increased 29% over 1974 -- PBS distributed programming represented 3,101 hours per broadcaster and 69.3% of all air time. Use of material distributed by regional or state networks* in 1976 declined slightly from 1974 levels to 282 hours per broadcaster and 6.2% of all air time.

Special or target audience programming in 1976 increased by 16 hours per year per broadcaster over 1974, although the percentage of all air time it represented declined from 7.2% to 6.5% due to an increase in the total number of hours broadcast. Similar phenomena of increased hours and smaller percentages of total air time were found for "Sesame Street" and local programming.*

* See Chapter I for definitions.

CHAPTER I

DEFINITIONS AND CATEGORIES

DEFINITIONS

#1 Public Television Licensee

A PTV licensee is an organization holding one or more licenses to operate an educational or non-commercial television station. Licenses have been granted to four types of organizations: community non-profit television organizations; institutions of higher education; local school boards or authorities; and state boards, commissions, or authorities.

#2 Public Television Station

A PTV station is the unit that transmits a single non-commercial television signal on a single channel. Each station has its own transmitter, channel number, and call letters; each serves a community covered by the broadcasting radius of the transmitter (plus translators and cable systems). Thus, the Georgia ETV Network operated stations in eight different locations.

#3 Public Television Broadcaster

A PTV broadcaster is the organization (or organizations) responsible for a single schedule of programs in the non-commercial system. Such schedules can be broadcast by one or many stations, but a single schedule describes a single broadcaster. One licensee may be responsible for two or more different schedules; and in two cases a pair of licensees are jointly responsible for the schedule of a single station. Thus, a "broadcaster" may represent one or more stations, a licensee may represent one or more broadcasters, and a broadcaster may include more than one licensee.

Examples:

- KUAT, channel 6, in Tucson, is a single station operated by a single licensee. It defines a single broadcaster.

- The Georgia ETV Network operates eight stations with a single schedule. It is one licensee and defines a single broadcaster.

- In West Virginia, the Educational Broadcasting Authority is the licensee for stations WSWP and WMUL. Each station broadcasts an independent schedule. Thus, there is one licensee and two broadcasters.

- In Miami, two licensees share channel 2: the Community TV Foundation and the Dade County School Board. The overall schedule for channel 2 was taken to define a single broadcaster composed of two licensees. A similar situation exists in Oklahoma City, where the school district schedules ITV for channel 13, which is licensed to the state ETV authority. In both cases more than one licensee creates a single schedule; and in both cases survey forms for each sample date had to be sent to a pair of addresses in order to obtain information about one broadcaster.

#3.1 Secondary PTV Broadcasters

The definition of a PTV broadcaster is such that it includes several secondary schedules. A secondary broadcaster is defined by a schedule broadcast for a PTV organization to a community in which that organization already supplies a PTV schedule on a different channel. This study separates them from the main analysis of 152 broadcasters and makes an

14

independent analysis of seven secondary broadcasters in Appendix I.

The separation of secondary broadcasters into an appendix was made for logical and empirical reasons. These schedules tend to supplement the service provided by the main channel, and they tend to be shorter. If secondary broadcasters were included in the data analysis as though they were independent, the data would have been distorted: per broadcaster averages would have been lower and trends by budget size would have been artificially skewed. If they had been added to the main schedule (e.g., all programs on WQED and WQEX represent one broadcaster) there would have been similar biases in the other direction.

#4 Broadcaster-Hours of Material

Since the goal of this report was to distill program schedules across the PTV system, it was felt that the primary analyses should be made in terms of broadcasters. This enables the findings to reflect decisions and policies in proportion to their numbers. When analyses are made across stations, the policies of multi-station broadcasters are unjustifiably amplified in relation to the rest of the system.

The data reported here are based on proportions and frequency estimates of two variables. Programs were counted one time for each occurrence, including repeats. Hours of programming were calculated by adding together minutes of duration for all programs in a category and dividing by 60. The reported duration of each program was rounded to the nearest 5 minutes prior to summation. One reason for this was to correct for inconsistency in reporting. The same PBS-supplied program might be reported as 58 minutes in length by one respondent and 60 minutes by another. Another reason was that filler material, station breaks, and other content that took less than three minutes were excluded. Failure to compensate would result in an artificial reduction in total broadcast hours.

Computerized calculations from data collected by the sampling procedure produced estimated "average annual broadcaster hours" of a given type of programming. These have been given emphasis in the report, although in some cases "average annual broadcaster programs" of a particular type are also important.

#5 PTV Producers

Broadcasters were asked to code the producer of each program they played. Locally produced programming ("our facilities") was given precedence for that broadcaster over all other categories including "major PTV producer: WNET, WGBH, WETA/NPACT, KCET". Thus, if WNET produced a program that was broadcast by other PTV stations (i.e., "Adams Chronicles"), WNET would code the program as a local production and all other broadcasters would code the program as "major PTV producer".

#6 PTV Distributor

The "distributor" refers to the organization that placed the program in distribution, not the producer or last link in a supply chain. A program made by WXXX, distributed by PBS and received by regional interconnection lines would be coded as being distributed by PBS.

CATEGORIES OF BROADCASTER TYPES

Four variables were considered in the analysis of data by broadcaster category: budget size, region of the country, "class" of broadcaster, and population served. Data in the main report represent 152 broadcasters, 154 licensees, and 253 stations. The four variables resulted in the following division of broadcasters:

Budget Size

Five budget categories were created on the basis of CPB adjusted budget figures for Fiscal Year 1975. These categories are being used by the current NCES/CPB analyses for the annual Summary Statistics series of publications. The division by broadcaster follows:

Budget category	Number of broadcasters
Under $300,000	16
$300,000 - $749,999	47
$750,000 - $1,199,999	35
$1,200,000 - $3,999,999	44
$4,000,000 and over	10

Broadcasters were assigned to budget categories on the basis of licensee figures. In theory this might have led to complex problems when broadcasters did not coincide with individual licensees. In fact, the five broad categories posed no problems.

Region of the Country

Five regions were designated on the basis of a category scheme designed to reflect time zones, membership in regional networks, and non-interconnected broadcasters. See Figure 1.1.

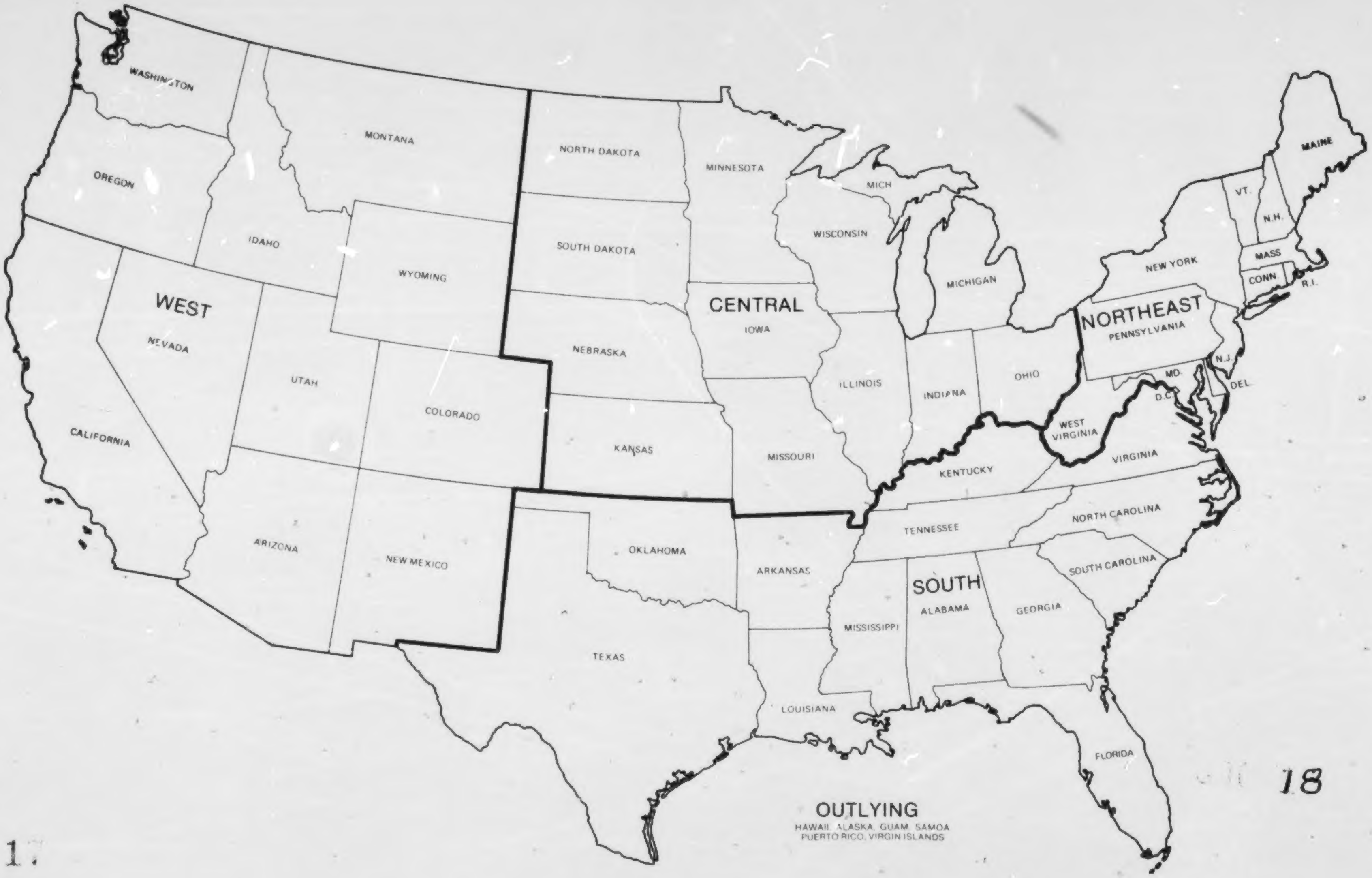
Region	States included	Number of broadcasters
Northeast	Conn., Del, D.C., Mass., Me., Md., N.H., N.J., N.Y., Pa., R.I., Vt., W.Va.	31
Central	Ill., Ind., Iowa, Kan., Mich., Minn., Mo., N.D., Ohio, S.D., Wis.	42
South	Ala., Ark., Fla., Ga., Ky., La., Miss., N.C., Ok., S.C., Tenn., Texas, Va.	40
West	Ariz., Calif., Col., Idaho, Mont., Nev., N.M., Ore., Utah, Wash., Wyo.	31
Outlying	Alaska, Guam, Hawaii, Puerto Rico, Samoa, Virgin Islands	8

Class of Broadcaster

A similar variable has been called "Licensee Type"; however, since licensees were not the unit of analysis and since some conflicts had to be resolved, this report defines four "Classes" of broadcaster:

Class name	Definition	Number of broadcasters
Local School	Schedule represents stations licensed to a local school board, district or authority. (Miami and Oklahoma City not included).	16

FIGURE I.1 MAP OF BROADCASTING REGIONS


WASHINGTON
OREGON
CALIFORNIA
IDAHO
MONTANA
WYOMING
NEVADA
WEST
UTAH
COLORADO
ARIZONA
NEW MEXICO
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
MINNESOTA
IOWA
CENTRAL
MISSOURI
WISCONSIN
MICH
MICHIGAN
ILLINOIS
INDIANA
OHIO
OKLAHOMA
TEXAS
ARKANSAS
LOUISIANA
MISSISSIPPI
ALABAMA
SOUTH
TENNESSEE
KENTUCKY
GEORGIA
FLORIDA
SOUTH CAROLINA
NORTH CAROLINA
VIRGINIA
WEST VIRGINIA
D.C.
MD.
DEL.
N.J.
PENNSYLVANIA
NORTHEAST
NEW YORK
CONN.
R.I.
MASS
VT.
N.H.
MAINE
OUTLYING
HAWAII, ALASKA, GUAM, SAMOA
PUERTO RICO, VIRGIN ISLANDS

Class name	Definition	Number of broadcasters
Community	License held by independent foundation or corporation free from government or institutional financial affiliation. (Includes cnannel 2, Miami).	56
State system	License held by state authority, agency, board, or commission or multiple-station state system licensed through another state-wide entity (e.g., state university). Includes single-station state-licensed systems (e.g., R.I); includes states with more than one independent broadcaster (e.g., W.Va.); includes the network in Maine -- where state-wide system is run through a university license; includes Oklahoma and Connecticut.	30
University	License held by institutions of higher education (university, college, junior/community college), except when operated as a state network.	45

One broadcaster does not in any way resemble either a state system or a school board station; WNYC is licensed to a municipal government. Rather than force it into an arbitrary category, we have not put it into any of them. Four non-domestic broadcasters were also atypical; they too were excluded from analyses.

Population Served

Six population ranges were created for this survey. However, two nominal categories were also used to better describe the status of broadcasters.

First, it was decided that broadcasters with more than one station should not be grouped by population. The population variable was supposed to be a continuum from small towns to large cities, and putting multi-station networks into a category that was intended to indicate cities appeared to be inappropriate. Thus, a category called "Multiple" was created. It includes all broadcasters with schedules transmitted by more than one station. It does not include all "State Systems," since some operate independent schedules for single stations (e.g., the Kentucky Network which includes 13 stations scattered over the state).

Second, it was decided that it would be inappropriate to include the second or third PTV broadcaster in a metropolitan area as serving the entire population range represented by that area. Instead, these broadcasters were placed in an "overlapped" population category. The reasoning was that these broadcasters, although they are not "secondary" by definition, operate under different programming philosophies and priorities from those PTV broadcasters providing the main service to a community of a given size. (The main service was defined as that provided by the lowest channel number. This definition corresponds to the author's knowledge of the situation in the eight communities involved.) Thus, 14 broadcasters were placed in an "overlapped" category, while the eight "overlapping" broadcasters were placed in categories representing the population of their communities; e.g., KTEH in San Jose and KCSM in San Mateo were placed in the overlapped population category while KQED in San Francisco was placed in the "more than 2,000,000" category.

Population Served	Number of broadcasters
Less than 150,000	21
150,000 - 349,999	19
350,000 - 599,999	19
600,000 - 999,999	20
1,000,000 - 2,000,000	19
More than 2,000,000	15
Overlapped	14
Multiple	25

Note

This study is derived from Public Television Program Content: 1974. However, due to changes in population, budgets and license holders (and because non-domestic broadcasters are no longer included with state systems) the categories used in this report are not strictly comparable to those used in Public Television Program Content: 1974.

CHAPTER II

THE PTV SYSTEM IN 1976

SIZE OF THE SYSTEM

In 1976 the public television system had 253 stations in operation. Growth since 1961 is shown in Figure II.1. Data from this survey indicate that PTV stations broadcast about 1.15 million station-hours during the course of the year. (Secondary broadcasters are discussed in Appendix I.) This survey examines annual PTV programming across the 152 schedules sampled over the entire year.

The average broadcaster offered 7,607 PTV programs covering 4,542 hours in 1976. This was an increase of 670 hours (17.3%) and 1,060 programs (16.2%) per broadcaster over 1974 averages. As Figure II.2 and Table II.1 indicate, those broadcasters providing the greatest number of annual hours had higher budgets, were located in the northeast and south, were licensed to community organizations and state systems, and served larger populations. The key variable appears to be budget size. Broadcasters with more available funds were on the air longer than those with less funds.

Detailed examination indicates that time periods during which there is a PBS feed show the least fluctuation across budget categories. Table II.2 reveals that differences in prime time and in the weekday-after-school period are minimal when compared to differences in early hours, weekend afternoons, during school hours or late night. PTV broadcasters with more money were able to provide considerably more programming at times when there was no PBS interconnected feed. Figure II.3 reveals that the difference across budget categories is sharper on days when school is not in session -- weekends and vacation periods.

Other data indicate that use of non-PBS material helps explain a great deal of the variation in total broadcast hours. Broadcasters in the highest budget category provided 1,144 more hours per year than those in the lowest budget category. But those in the highest budget category used only 390 more hours from PBS. Conversely, PBS accounted for 76% of the hours in the lowest budget category, and 66% in the highest budget category. The point is that more affluent broadcasters were able to provide additional hours by adding local programs and acquisition to what was provided by the national service. (See Table II.8.)

Among the phenomena recorded by this survey were the sample days on which broadcasters were off the air. Only five such "dark" days were reported in 1976 compared to thirty-seven in 1974. The CPB policy requiring full schedules took place near the end of the 1974 survey and apparently reduced the number of dark days.

A final perspective on total broadcaster hours is provided by Table II.3, which gives average weekly broadcaster hours for three different parts of the year. The average broadcaster transmitted 92.2 hours per week from January 1 to June 5, 77.4 hours per week from June 5 to September 17, and 90.0 hours per week from September 18 to December 30.

The drop in the average weekly hours of material was primarily due to declines by stations serving populations of over two million and those with budgets over four million dollars. Stations with the lowest budgets offered slightly more material, thereby reducing the differences between hours offered by different sized stations. In fact, the differences between stations classified by population, class of licensee, and budget all decreased from the first part of the 1976 calendar year to the last part. See Table II.4.

FIGURE II.1 PUBLIC TELEVISION STATIONS, 1961-1976

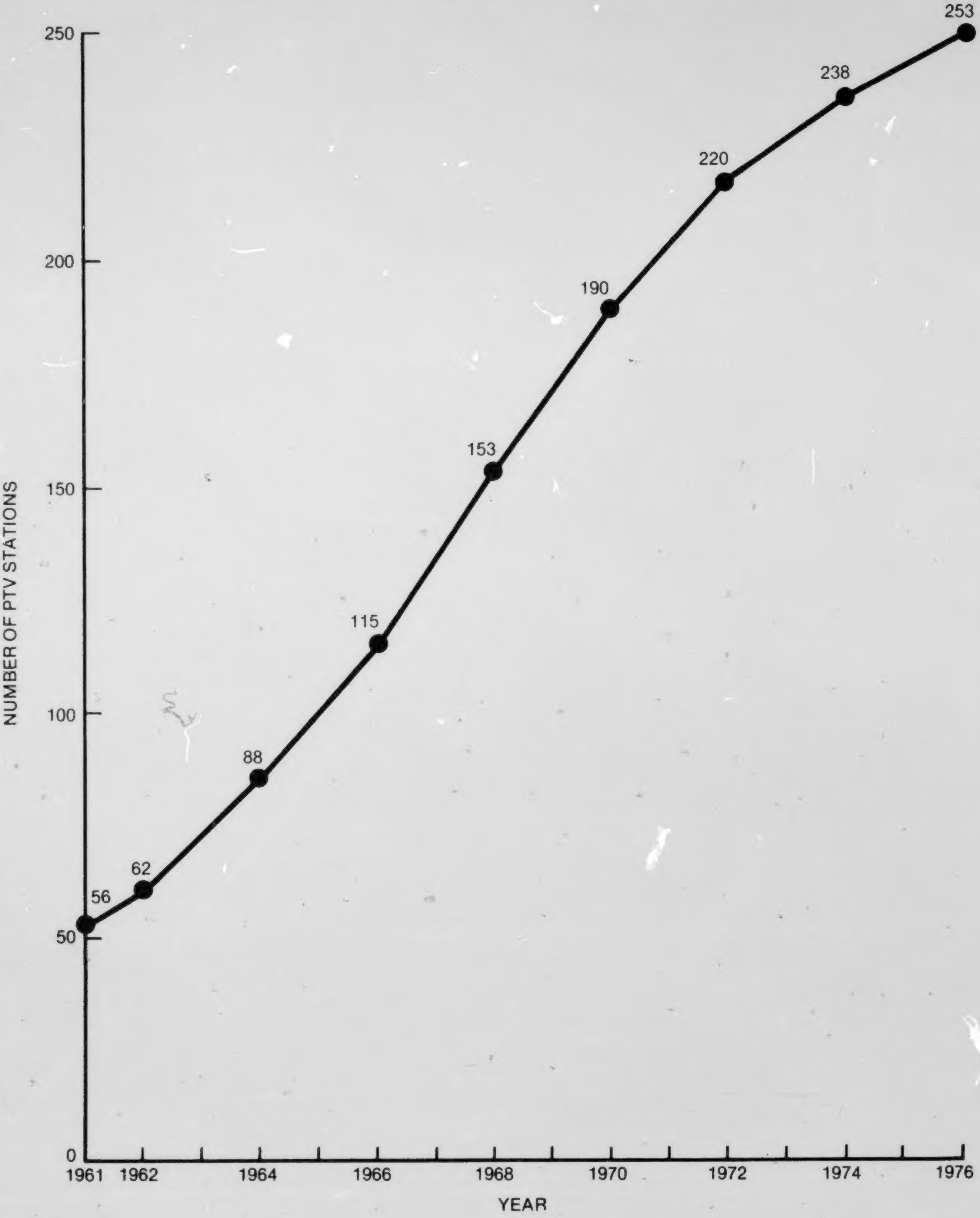
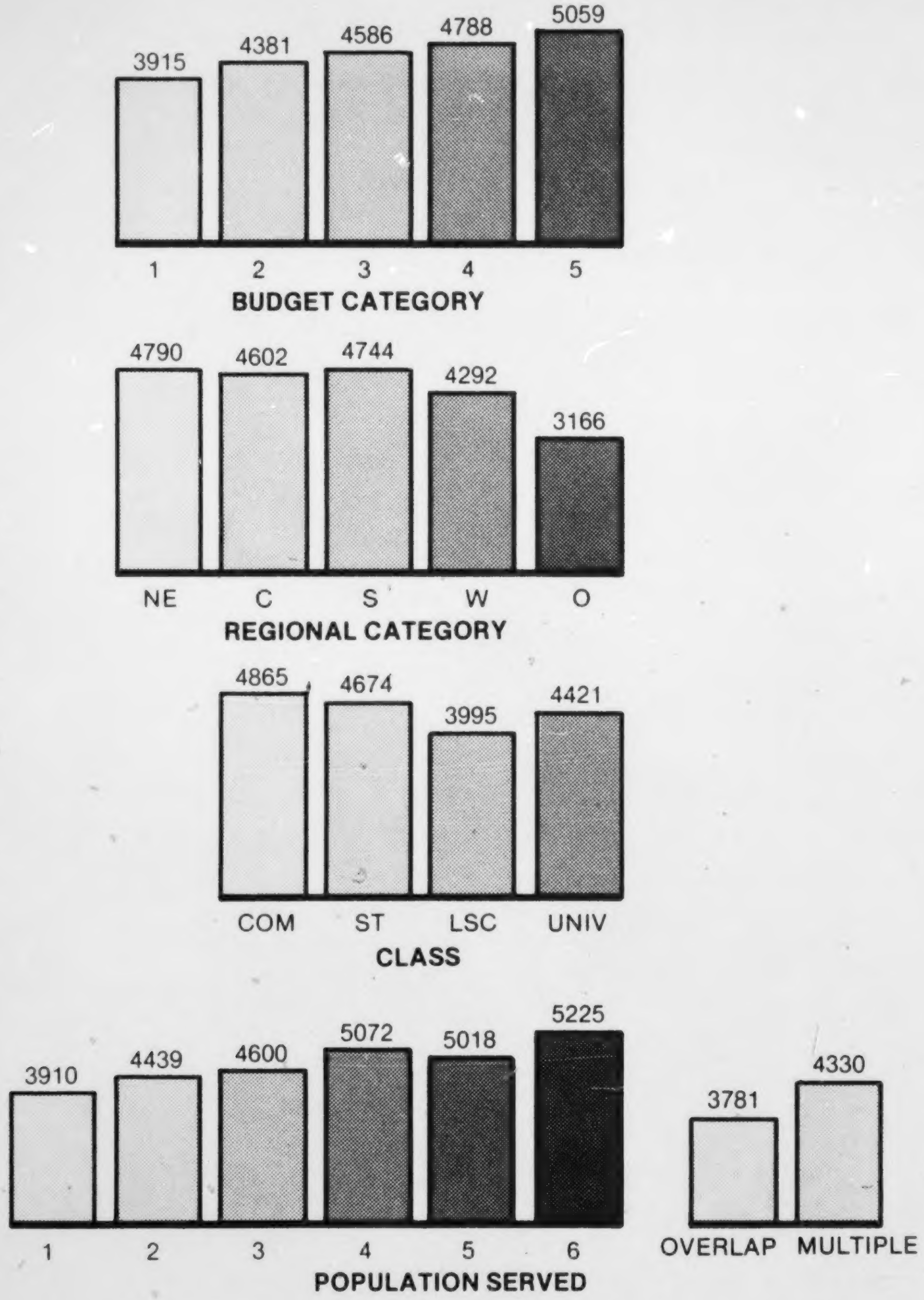


FIGURE II.2 AVERAGE ANNUAL HOURS PER BROADCASTER BY CATEGORY



BUDGET CATEGORY

1 = UNDER $300,000
2 = $300,000 - 749,999
3 = $750,000 - 1,199,999
4 = $1,200,000 - 3,999,999
5 = $4,000,000 and over

REGIONAL CATEGORY

NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS

COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

POPULATION SERVED

1 = UNDER 150,000
2 = 150,000 - 349,999
3 = 350,000-599,999
4 = 600,000 -999,999
5 = 1,000,000-2,000,000
6 = OVER 2,000,000

TABLE II.1

Average Annual Hours and Programs Per Broadcaster By Region, Class, Budget and Population

CATEGORY	N	HOURS	PROGRAMS
All Broadcasters	152	4542	7607
REGION			
Northeast	31	4790	8160
South	40	4744	8153
Central	42	4602	7708
West	31	4292	6959
Outlying	8	3166	4660
POPULATION			
Under 150,000	21	3910	6297
150,000 - 349,999	19	4439	7275
350,000 - 599,999	19	4600	7590
600,000 - 999,999	20	5072	8767
1,000,000 - 2,000,000	19	5018	8134
Over 2,000,000	15	5225	8198
Overlapped	14	3781	6927
Multiple Stations	25	4330	7658
CLASS			
State Network	30	4674	8564
University	45	4421	7033
Community	56	4865	7997
Local School	16	3995	7155
BUDGET			
Under $300,000	16	3915	6413
$300,000 - 749,999	47	4381	7180
$750,000 - 1,199,999	35	4586	7967
$1,200,000 - 3,999,999	44	4788	8158
$4,000,000 and over	10	5059	7850

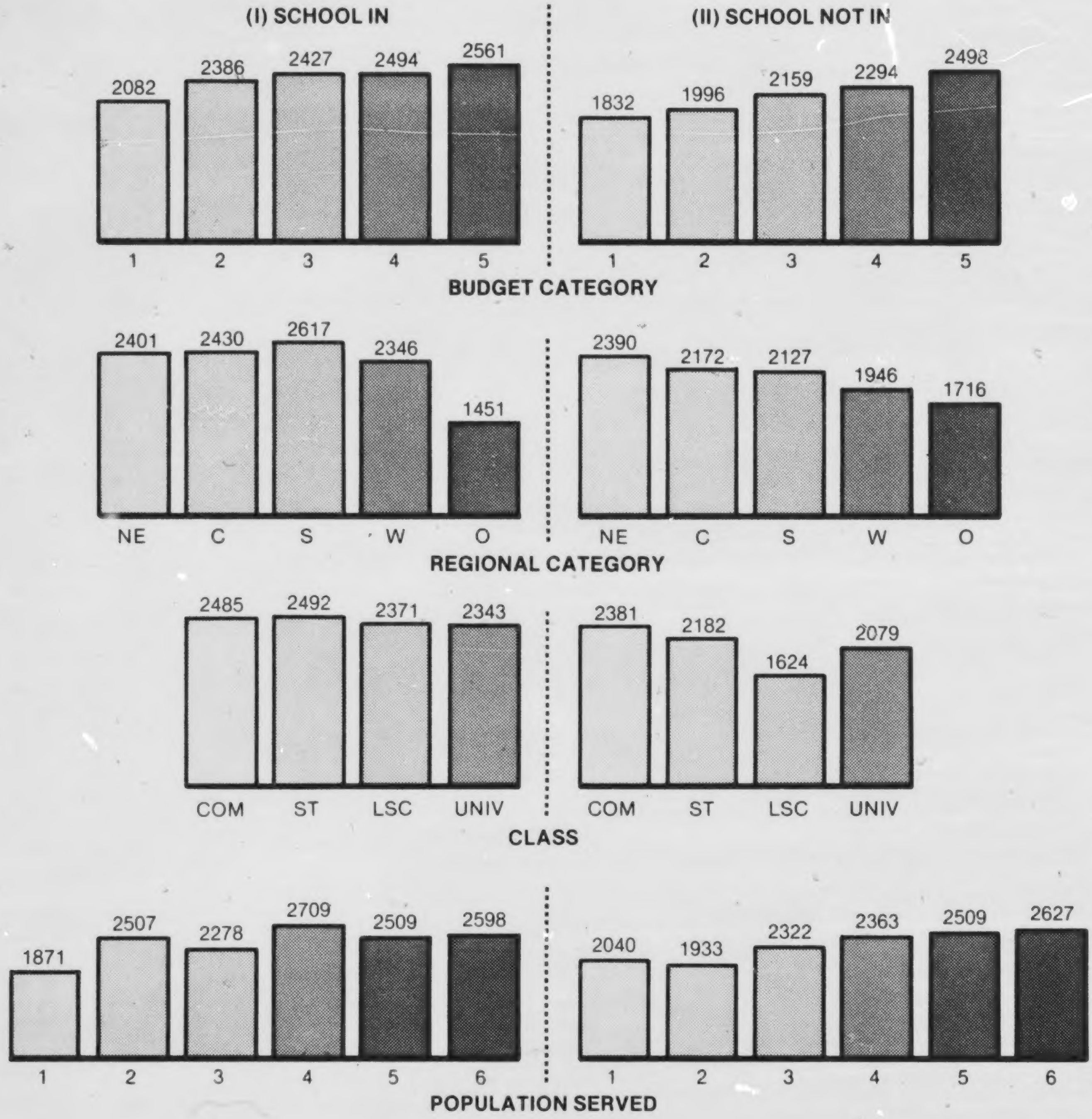
TABLE II.2

Average Annual Hours per Broadcaster by Daypart and Broadcaster Type

DAYPART

	WEEKEND			WEEKDAY				
CATEGORY	BEFORE PRIME	PRIME	LATE	PRE-SCHOOL	SCHOOL	POST-SCHOOL	PRIME	LATE
REGION								
Northeast	762	357	64	161	1222	1069	907	249
South	767	368	83	197	1224	982	888	236
Central	740	370	105	128	1176	963	876	246
West	598	347	98	147	1018	962	909	213
Outlying	451	305	110	41	416	813	738	293
POPULATION								
Under 150,000	619	347	132	104	726	914	830	240
150,000 - 349,999	619	386	53	124	1177	932	971	177
350,000 - 599,999	750	397	76	130	1183	961	855	248
600,000 - 999,999	865	375	112	198	1366	1009	884	263
1,000,000 - 2,000,000	839	387	90	202	1241	1024	940	295
Over 2,000,000	1024	340	126	233	1239	1059	901	304
Overlapped	298	287	45	100	1105	983	835	127
Multiple Stations	634	336	79	138	1039	993	866	246
CLASS								
State Network	706	345	79	194	1243	1008	862	240
University	658	366	98	119	1073	973	935	201
Community	843	380	102	180	1191	994	895	282
Local School	492	307	55	122	1061	988	807	164
BUDGET								
Under $300,000	508	336	77	125	901	874	886	208
$300,000 - 749,999	653	384	89	121	1091	954	883	206
$750,000 - 1,199,999	716	348	84	155	1159	1031	859	235
$1,200,000 - 3,999,999	796	353	93	170	1210	992	902	274
$4,000,000 and over	866	345	113	255	1176	1070	918	316

FIGURE II.3 AVERAGE ANNUAL HOURS PER BROADCASTER ON DAYS WHEN SCHOOL IS IN SESSION AND DAYS WHEN SCHOOL IS NOT IN SESSION



BUDGET CATEGORY

1 = UNDER $300,000
2 = $300,000 - 749,999
3 = $750,000 - 1,199,999
4 = $1,200,000 - 3,999,999
5 = $4,000,000 and over

REGIONAL CATEGORY

NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS

COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

POPULATION SERVED

1 = UNDER 150,000
2 = 150,000 - 349,999
3 = 350,000-599,999
4 = 600,000 -999,999
5 = 1,000,000-2,000,000
6 = OVER 2,000,000

TABLE II.3

Average Hours Per Week By Time Of Year

CATEGORY	1/1/76-6/5/76	6/6/76-9/17/76	9/18/76-12/30/76
All Broadcasters	92.2	77.4	90.0
REGION			
Northeast	96.4	81.2	97.0
South	96.4	82.3	92.8
Central	95.0	77.7	89.6
West	86.6	72.1	86.8
Outlying	62.8	56.7	62.9
POPULATION			
Under 150,000	79.8	64.4	78.8
150,000 - 349,999	90.8	76.7	86.1
350,000 - 599,999	92.9	80.2	90.3
600,000 - 999,999	101.3	89.6	100.1
1,000,000 - 2,000,000	101.0	87.9	98.7
Over 2,000,000	106.9	94.9	96.6
Overlapped	78.9	58.1	78.4
Multiple Stations	88.2	69.0	90.0
CLASS			
State Network	95.4	78.1	93.1
University	88.4	76.3	88.6
Community	99.2	84.7	93.8
Local School	82.1	63.0	83.0
BUDGET			
Under $300,000	76.8	68.6	79.5
$300,000 - 749,999	90.5	73.9	85.4
$750,000 - 1,199,999	93.3	77.0	91.7
$1,200,000 - 3,999,999	96.6	81.2	96.3
$4,000,000 and over	102.4	93.1	94.2

TABLE II.4

Average Annual Hours and Percentage of Total Hours Broadcast on Days When Schools are in Session By Broadcaster Type

CATEGORY	Annual Hours		% of Total Hours	
	School In Session	School Not In Session	School In Session	School Not In Session
All Broadcasters	2402	2134	53.0	47.1
REGION				
Northeast	2401	2390	50.1	49.9
South	2617	2127	55.2	44.8
Central	2430	2172	52.8	47.2
West	2346	1946	54.7	45.3
Outlying	1451	1716	45.8	54.2
POPULATION				
Under 150,000	1871	2040	47.8	52.2
150,000 - 349,999	2507	1933	56.5	43.5
350,000 - 599,999	2278	2322	49.5	50.5
600,000 - 999,999	2709	2363	53.4	46.6
1,000,000 - 2,000,000	2509	2509	50.0	50.0
Over 2,000,000	2598	2627	49.7	50.3
Overlapped	2599	1182	68.8	31.2
Multiple Stations	2318	2012	53.5	46.5
CLASS				
State Network	2492	2182	53.3	46.7
University	2343	2079	53.0	47.0
Community	2485	2381	51.1	48.9
Local School	2371	1624	59.4	40.6
BUDGET				
Under $300,000	2082	1832	53.2	46.8
$300,000 - 749,999	2386	1996	54.5	45.5
$750,000 - 1,199,999	2427	2159	52.9	47.1
$1,200,000 - 3,999,999	2494	2294	52.1	47.9
$4,000,000 and over	2561	2498	50.6	49.4

DAY AND TIME OF PROGRAMS

The questions of time of day and day of week are covered in the discussion of specific program types presented in later chapters of this report. However, Figures II.4 and II.5 provide a brief overview of the division of all programming.

Broadcast hours were divided mostly among three parts of the day: school hours/weekend daytime (32.6%); after school hours/weekend late afternoon (28.4%); and prime time (27.4%). Naturally, these proportions have been influenced by fluctuations over time-of-year and days when school was not in session; they reflect the overall averages for 1976. It is noteworthy that proportions of programs do not match proportions of hours: ITV programs broadcast during school hours (and mostly on weekdays) are frequently 15 or 20 minutes in length; they produce a higher proportion counted program-by-program in comparison with half-hour or hour-long prime time programs.

Similarly, analysis by programs produces lower proportions on weekends than analysis by hours of material. But, by either hours or programs, Saturday and Sunday proportions are each below 1/7th of the total broadcast schedule.

PRODUCTION, DISTRIBUTION, AND TRANSMISSION

In public television there is a distinction between the producer of a program and the distributor of that program; they are not necessarily one and the same. Material "produced in our facilities," for example, may have been sent off to PBS or a regional network for distribution. Figures II.6 and II.7 present an overview of the major sources of PTV production and distribution in 1976 and Table II.5 shows the relation of producers to broadcaster categories.

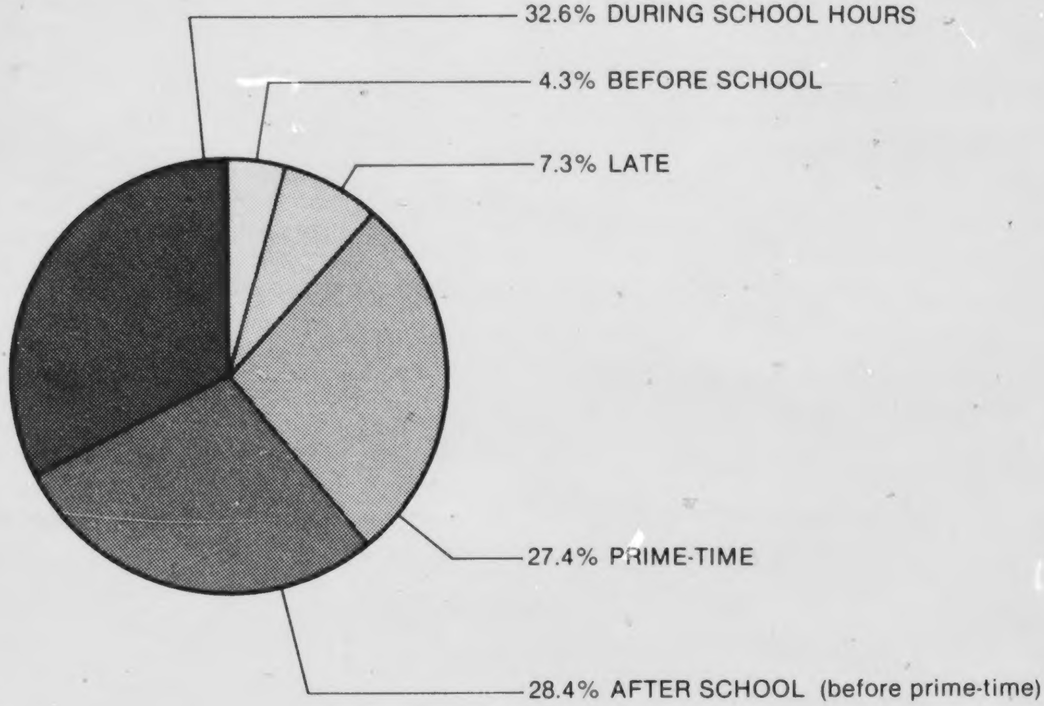
Public television stations produced at least 60% of the hours put on the air by PTV broadcasters: of this, 21.5% came from major PTV producers (WNET, WGBH, KCET, WETA/NPACT), 26.7% came from other PTV organizations (FCI, SECA, BCTV, or another PTV station), 10.1% came from the broadcasters' own "local facilities", and 1.7% came from consortium productions which included PTV broadcasters. In addition to PTV broadcasters, the Children's Television Workshop produced 18.8% of broadcast hours. (See Figure II.6.) The "foreign-international co-production" category also includes programs for which PTV stations were at least partial producers. Once again, the differences between proportions of hours and proportions of programs reflected the shorter average duration of instructional programs -- which tend to be produced by non-major PTV organizations. Hence, the proportion of programs produced by independent, local, and "other" PTV organizations was higher than the proportion of hours. Other proportions are shown in the figure. Table II.6 presents percentages of hours by producer by broadcaster category. It reveals that Southern broadcasters; those with larger budgets, and those licensed to state networks and local school boards tend to produce a higher percentage of local hours of material. (See Chapter VIII for more details on local production.)

The data presented in Figure II.7 reveal that PBS distributed 69.3% of all broadcaster hours aired in 1976. This is an increase from 62.1% in 1974, and the data indicate that broadcasters used about 700 more hours per year from PBS (2,405 hours in 1974 vs. 3,101 hours in 1976). Since programs distributed by the national service tended to be longer (average length 43 minutes) than all other programs (average length 26 minutes), PBS distributed a somewhat lower proportion (58.1%) of all programs. Nevertheless, PBS is the dominant distribution source whether the measurement is in hours or programs. Local material was the second most frequent source (10.0% of all hours), followed by regional networks (6.2% of all hours).

Methods of transmission (Figure II.8) paralleled sources of distribution. Material received from interconnection (PBS and regional networks) accounted for 69.6% of all

FIGURE II.4 PERCENTAGE OF HOURS AND PROGRAMS BY TIME OF DAY

A. HOURS



B. PROGRAMS

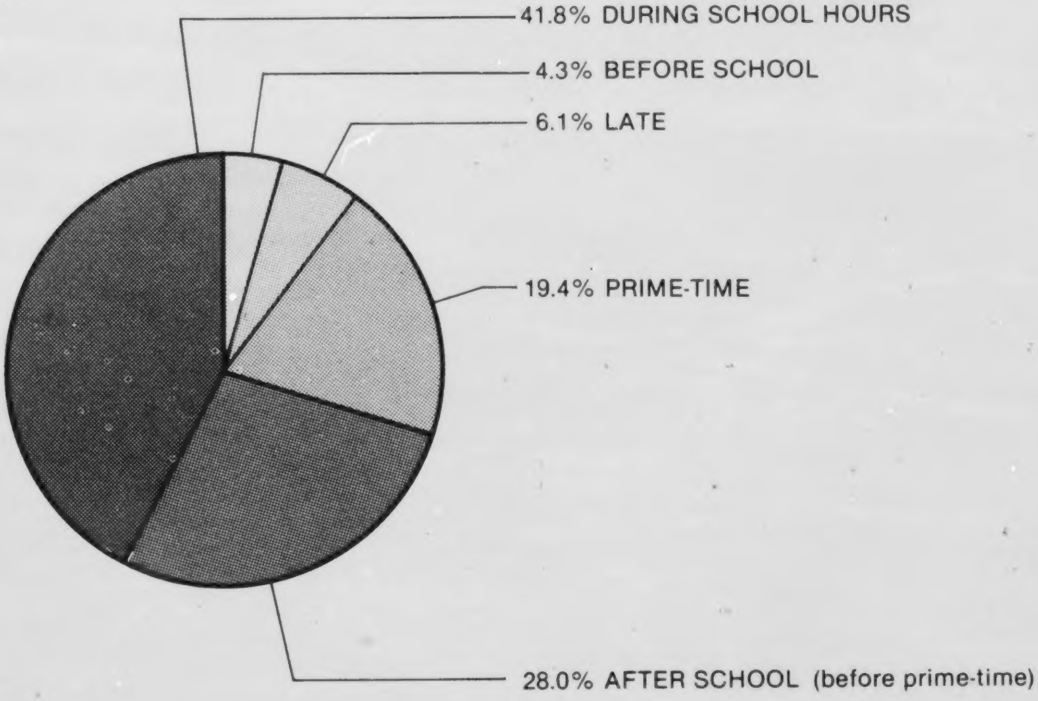
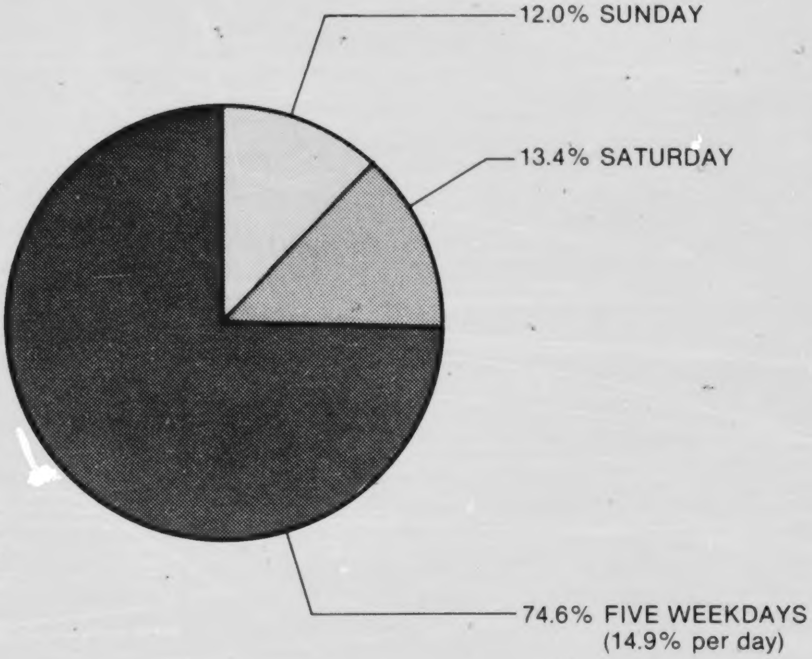


FIGURE II.5 PERCENTAGE OF HOURS AND PROGRAMS BY DAY OF WEEK

A. HOURS



B. PROGRAMS

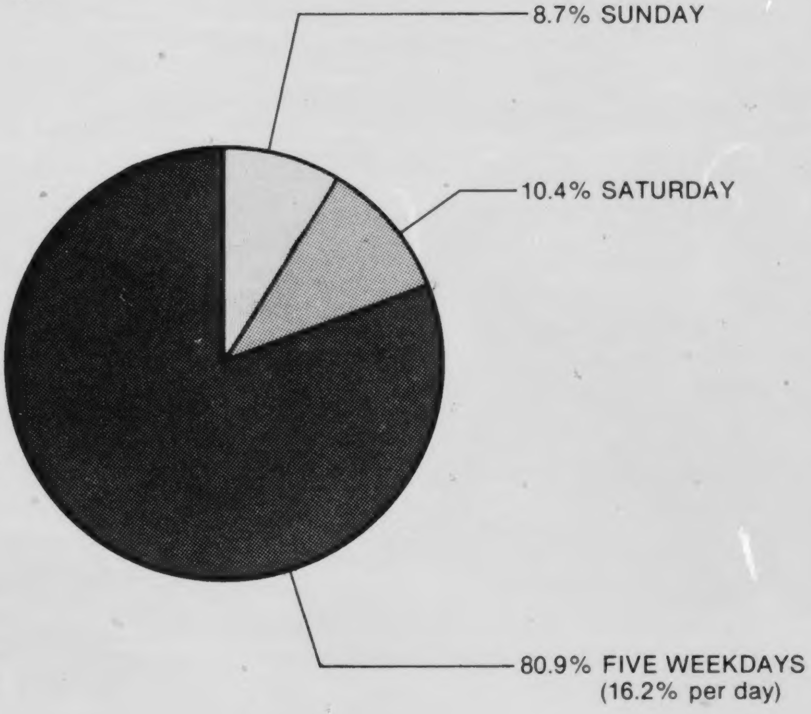
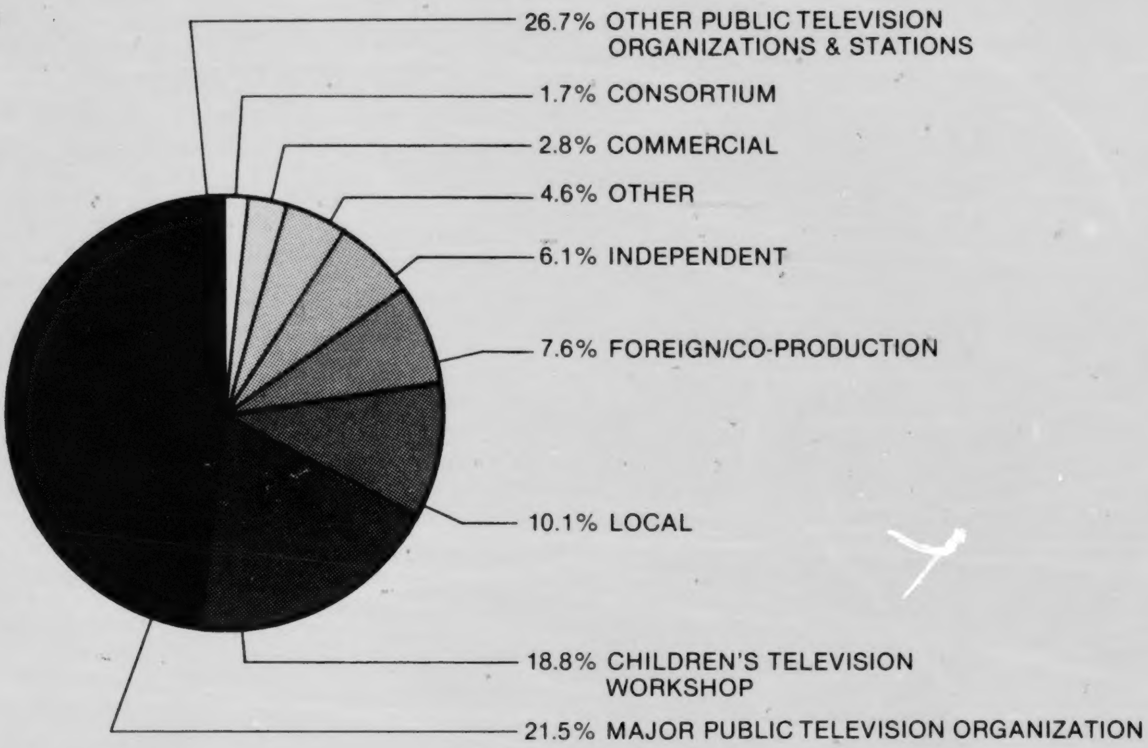


FIGURE II.6 PERCENTAGE OF HOURS AND PROGRAMS BY PRODUCER

A. HOURS



B. PROGRAMS

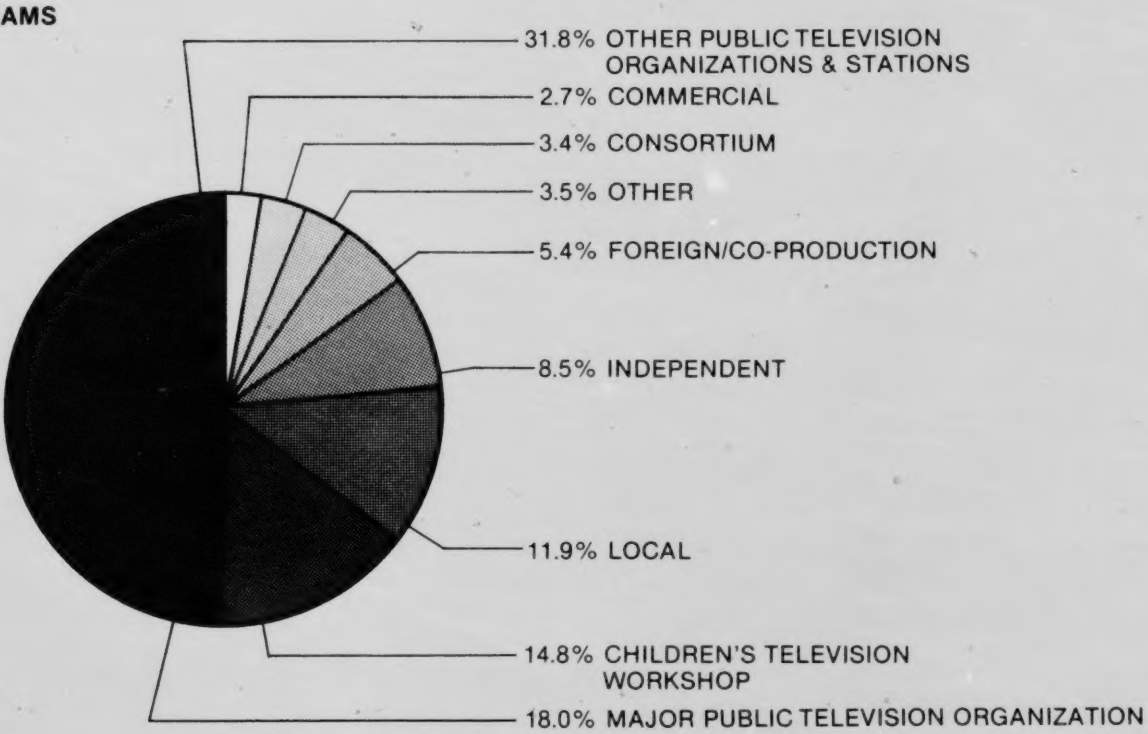
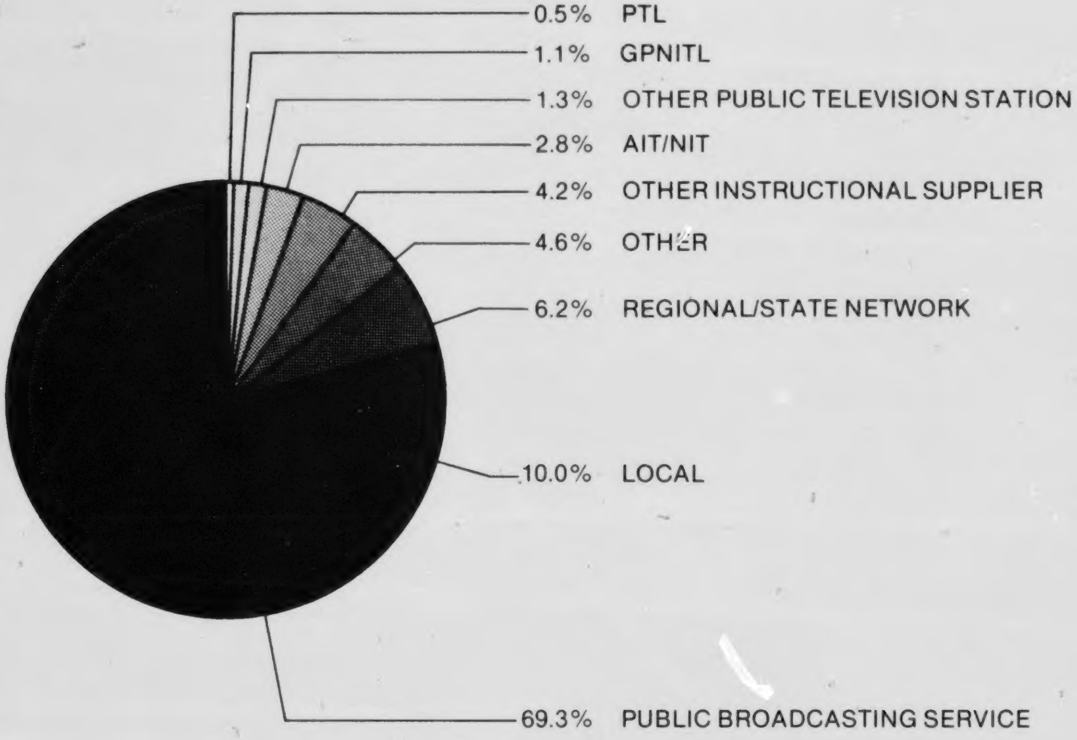


FIGURE II.7 PERCENTAGE OF HOURS AND PROGRAMS BY DISTRIBUTION

A. HOURS



B. PROGRAMS

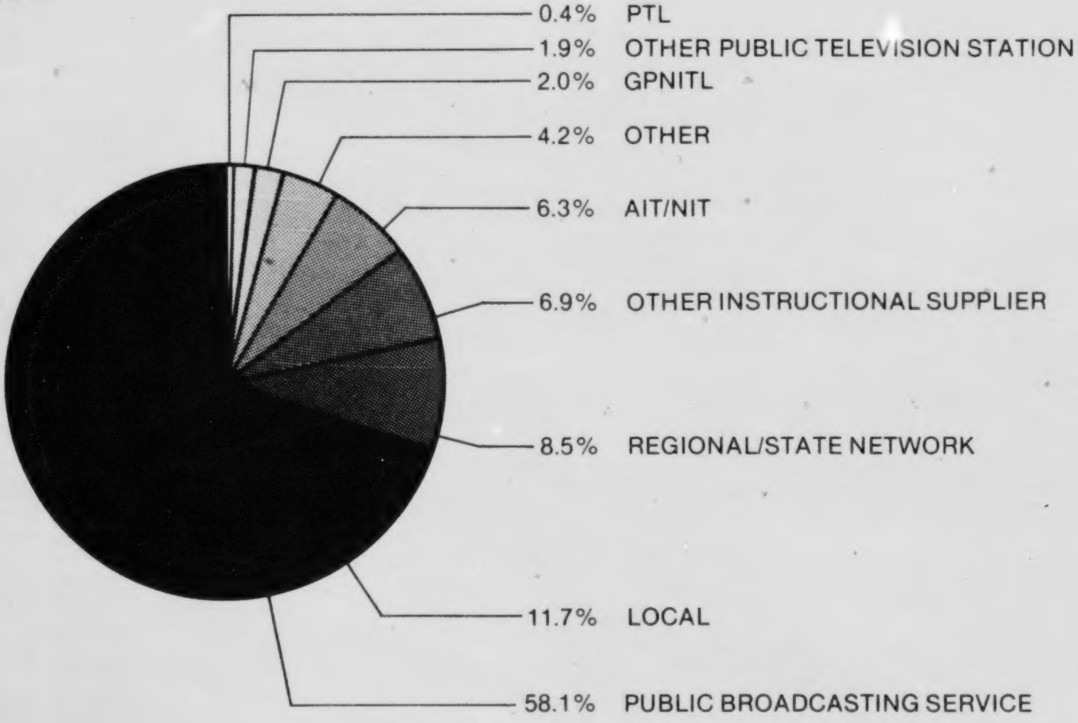


TABLE II.5

Percentage of Programs by Producer by Broadcaster Category

CATEGORY	Local	Consortium	CTW	Foreign or Co-PROD.	Major PTV	Other PTV	Independent	Commercial U.S.	Other
All Broadcasters	11.9	3.4	14.8	5.4	18.0	31.8	8.5	2.7	3.5
REGION									
Northeast	9.5	3.9	14.1	7.0	18.4	31.1	9.4	3.1	3.5
South	17.0	3.4	14.1	4.5	15.8	30.8	8.3	2.0	4.0
Central	9.0	3.0	15.6	5.2	18.8	32.9	9.5	3.2	2.9
West	10.4	3.6	15.1	5.0	19.3	33.2	7.0	2.7	3.6
Outlying	14.9	2.1	17.8	5.7	21.4	28.6	4.8	1.3	3.4
POPULATION									
Under 150,000	9.3	2.4	15.8	5.9	22.2	31.8	7.4	2.3	3.0
150,000 - 349,999	9.8	2.8	15.9	5.1	18.9	35.2	7.0	2.2	3.2
350,000 - 599,999	8.4	4.1	16.2	5.9	18.2	33.2	6.7	2.9	4.4
600,000 - 999,999	12.0	2.9	14.5	4.6	17.1	32.6	10.4	2.5	3.4
1,000,000 - 2,000,000	10.4	3.1	15.9	6.7	18.8	31.1	7.2	3.5	3.4
Over 2,000,000	11.6	3.1	16.8	6.8	16.5	28.7	10.0	2.5	4.1
Overlapped	17.4	4.9	9.7	3.9	16.4	32.0	9.9	2.7	3.1
Multiple Stations	16.0	4.2	13.1	4.4	16.5	30.1	9.3	2.7	3.6
CLASS									
State Network	16.8	3.9	12.7	4.5	15.8	30.3	9.3	2.7	4.0
University	9.4	3.0	15.6	5.6	19.3	33.8	7.4	2.5	3.4
Community	8.7	3.6	15.4	6.0	18.5	32.2	9.4	2.7	3.5
Local School	18.2	3.4	14.5	4.1	17.3	29.6	7.1	3.0	2.8
BUDGET									
Under $300,000	12.8	2.5	17.3	4.6	17.8	34.1	5.7	2.5	2.8
$300,000 - 749,999	7.7	3.4	15.0	5.8	19.7	33.8	9.0	2.3	3.5
$750,000 - 1,199,999	12.7	4.0	14.0	4.9	18.6	32.5	7.1	2.7	3.7
$1,200,000 - 3,999,999	14.4	3.4	14.1	5.2	16.5	29.4	10.0	3.2	3.7
$4,000,000 and over	13.7	2.7	17.4	7.2	15.7	29.0	8.9	2.4	3.0

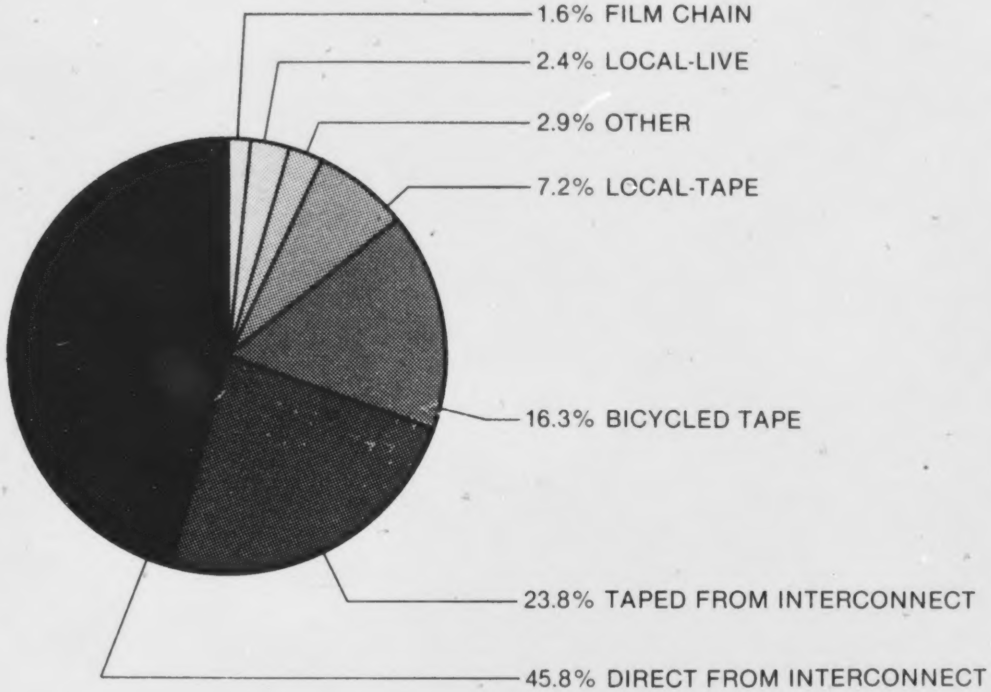
TABLE II.6

Percentage of Hours by Producer by Broadcaster Category

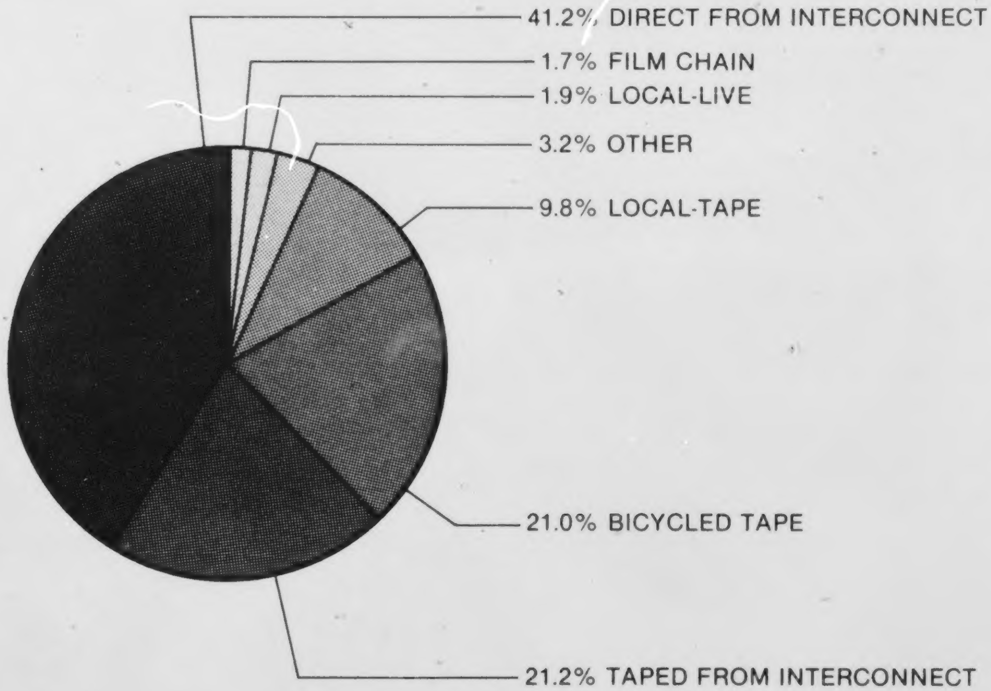
CATEGORY	Local	Consortium	CTW	Foreign or Co-Prod.	Major PTV	Other PTV	Independent	Commercial U.S.	Other
All Broadcasters	10.1	1.7	18.8	7.6	21.5	26.7	6.1	2.8	4.6
REGION									
Northeast	8.5	2.1	18.5	9.4	20.6	25.5	6.9	3.6	5.1
South	14.1	1.7	18.1	6.9	19.9	26.6	6.4	1.9	4.6
Central	7.7	1.4	19.9	7.4	22.1	27.6	6.3	3.5	4.2
West	9.1	1.9	18.6	7.0	23.5	28.0	4.8	2.8	4.4
Outlying	11.2	0.9	20.3	7.7	24.7	22.9	4.1	1.6	6.6
POPULATION									
Under 150,000	6.9	1.1	19.3	8.1	26.7	26.9	4.9	2.3	3.8
150,000 - 349,999	9.2	1.4	19.7	7.3	21.4	29.9	4.8	2.2	4.0
350,000 - 599,999	7.6	2.0	20.2	8.0	21.6	27.7	4.7	2.9	5.3
600,000 - 999,999	9.8	1.7	19.1	6.9	21.8	27.1	6.9	2.4	4.2
1,000,000 - 2,000,000	8.4	1.4	19.7	8.9	22.3	25.1	6.0	4.1	4.1
Over 2,000,000	11.5	1.4	20.5	9.1	17.9	24.1	7.6	2.2	5.8
Overlapped	15.5	2.7	13.0	6.1	19.3	28.3	7.3	3.4	4.3
Multiple Stations	12.9	2.0	17.4	6.5	20.5	25.4	6.9	3.2	5.3
CLASS									
State Network	13.7	2.0	17.5	6.8	19.5	25.9	6.9	3.1	4.7
University	8.6	1.5	19.1	7.7	22.7	28.6	5.0	2.5	4.3
Community	8.1	1.8	19.4	8.2	21.4	26.5	6.6	2.8	5.1
Local School	12.7	1.7	18.5	6.4	22.6	25.3	5.8	3.2	3.7
BUDGET									
Under $300,000	9.3	1.2	21.1	6.9	22.7	28.4	3.6	2.4	4.3
$300,000 - 749,999	7.4	1.7	18.7	8.1	22.8	28.6	6.0	2.4	4.4
$750,000 - 1,199,999	10.4	1.9	18.4	6.9	22.5	27.2	5.3	2.8	4.6
$1,200,000 - 3,999,999	11.8	1.8	18.2	7.5	20.2	24.8	7.4	3.6	4.8
$4,000,000 and over	13.4	1.2	20.8	9.3	17.6	23.5	6.9	2.1	5.1

FIGURE II.8 PERCENTAGE OF HOURS AND PROGRAMS BY TRANSMISSION TECHNIQUE

A. HOURS



B. PROGRAMS



broadcaster-hours in 1976. Almost 46% was direct from interconnect while 23.8% was taped from interconnect for later use. Bicycled tape accounted for 16.3% of broadcaster-hours and local material (7.2% local tape and 2.4% local live) accounted for 9.6%. Film chains, local remote, retransmission of off-air pickups, and other sources accounted for the remaining small portion.

There is some variation in sources of distribution and method of transmission over broadcaster categories. Details are presented in Tables II.7 through II.10, but the basic differences can be outlined quickly.

Category	Percentage of Hours Distributed Local Distribution	PBS	Regional/State Network
Region			
Northeast	8.4%	64.5%	11.9%
South	14.2	64.3	4.3
Central	7.5	72.2	7.2
West	8.9	76.7	2.3
Outlying	11.2	72.2	0
Budget			
less than $300,000	9.3	75.9	4.4
$300,000 - $749,000	7.5	73.7	5.6
$750,000 - $1,199,000	10.4	68.5	6.8
$1,200,000 - $3,999,999	11.2	64.6	6.8
more than $4,000,000	14.4	66.3	6.5

First, broadcasters in the Northeast made much greater use of their regional and intrastate networks than broadcasters in other regions. Broadcasters in the South (where there is a high concentration of state networks which are single licensees) aired more hours that were distributed "locally." The use of regionally distributed material in the Northeast and "local" material in the South decreased reliance on PBS-distributed material for those two regions and resulted in a lower proportion of PBS material for them compared to other regions.

Second, licensee type categories exposed marked variations in locally produced material. State networks and local school board licensees used about one and a half times as much locally distributed material as did community and university licensees. (See Figure VII.1 for additional details.)

Third, there were differences across budget categories. More affluent broadcasters tended to use a higher percentage of local material and a lower percentage from PBS. Higher budget broadcasters also tended to use a higher percentage of material taped from interconnect; and a lower percentage of bicycled tape. Because relatively affluent broadcasters can afford the additional expense of taping programs from interconnect, they are more likely to depart from the PBS feed schedule by moving and repeating programs taped from the interconnection. While the three differences mentioned above continue to exist among budget categories, they are much less marked than those that existed in 1974.

A final set of information concerns the use of material produced in color. (See Figure II.9, Tables II.11 & II.12) In 1976, 94.9% of all broadcaster hours were of material produced in color. These comprised 94.3% of all programs. There was little variation by broadcaster category concerning the use of color material. In 1974, 90.7% of broadcaster hours and 86.8% of programs broadcast had been produced in color.

TABLE II.7

Percentage of Programs by Distribution by Broadcaster Category

CATEGORY	Local	Exchange	Regional/State Network	PBS	PTL	AIT/NIT	GPNITL	Other ITV	Other
All Broadcasters	11.7	1.9	8.5	58.1	0.4	6.3	2.0	6.9	4.2
REGION									
Northeast	9.2	1.6	16.1	53.2	0.5	6.2	1.6	7.4	4.1
South	17.4	2.6	4.7	52.0	0.3	7.7	2.2	8.6	4.6
Central	8.3	1.2	10.9	60.9	0.6	5.5	2.2	6.5	4.0
West	10.3	2.5	3.1	67.2	0.3	5.5	1.7	5.3	4.1
Outlying	14.9	0.6	0.1	69.9	0.4	5.0	1.4	2.7	5.1
POPULATION									
Under 150,000	9.2	2.4	4.8	70.2	0.2	4.4	1.7	3.6	3.5
150,000 - 349,999	9.5	2.3	9.6	62.9	0.4	4.9	0.9	5.9	3.6
350,000 - 599,999	8.3	1.9	9.1	60.7	0.5	6.8	1.3	7.3	4.1
600,000 - 999,999	11.7	0.9	11.7	55.7	0.3	6.6	2.8	7.3	3.1
1,000,000 - 2,000,000	10.2	2.1	8.9	58.9	0.4	5.5	2.0	6.4	5.7
Over 2,000,000	10.3	0.8	8.0	59.8	0.9	4.9	1.8	8.3	5.1
Overlapped	17.6	2.9	5.1	51.2	0.2	8.3	2.7	7.0	4.9
Multiple Stations	16.5	2.1	8.4	48.7	0.6	8.3	2.3	8.8	4.2
CLASS									
State Network	17.3	3.4	9.0	46.5	0.7	8.4	2.8	8.1	3.9
University	9.0	1.6	7.1	66.4	0.4	4.3	1.1	5.3	4.6
Community	8.3	1.1	10.9	58.7	0.4	6.4	2.0	7.9	4.4
Local School	17.7	2.6	3.1	56.7	0.1	7.8	2.4	6.2	3.2
BUDGET									
Under $300,000	12.6	3.1	5.9	64.9	0.3	4.9	1.1	4.3	2.8
$300,000 - 749,999	7.9	2.2	7.7	64.0	0.2	5.8	1.7	6.2	4.3
$750,000 - 1,199,999	12.6	1.6	8.9	55.2	0.4	8.0	3.0	6.7	3.6
$1,200,000 - 3,999,999	13.6	1.5	9.7	52.9	0.5	6.2	1.9	8.6	5.1
$4,000,000 and over	14.9	1.8	8.2	58.3	1.2	4.1	0.8	6.9	3.9

TABLE II.8

Percentage of Hours by Distribution by Broadcaster Category

CATEGORY	Local	Exchange	Regional/State Network	PBS	PTL	AIT/NIT	GPNITL	Other ITV	Other
All Broadcasters	10.0	1.3	6.2	69.3	0.5	2.8	1.1	4.2	4.6
REGION									
Northeast	8.4	1.3	11.9	64.5	0.6	2.8	0.8	4.4	5.4
South	14.2	1.7	4.3	64.3	0.3	3.7	1.2	5.7	4.6
Central	7.5	0.8	7.2	72.2	0.6	2.4	1.3	3.8	4.3
West	8.9	1.8	2.3	76.7	0.2	2.4	0.9	3.1	3.7
Outlying	11.2	0.2	0.1	76.2	0.6	1.8	1.0	1.3	7.6
POPULATION									
Under 150,000	6.8	1.4	3.2	80.4	0.2	2.0	0.9	1.9	3.2
150,000 - 349,999	9.0	1.6	7.2	71.8	0.4	2.2	0.5	3.7	3.5
350,000 - 599,999	7.6	1.2	6.6	72.1	0.5	3.1	0.6	4.1	4.3
600,000 - 999,999	9.8	0.7	8.4	68.4	0.3	3.1	1.5	4.3	3.5
1,000,000 - 2,000,000	8.2	1.6	6.7	69.1	0.4	2.3	1.1	3.9	6.7
Over 2,000,000	11.1	0.6	5.8	67.5	1.0	2.0	0.8	5.6	5.5
Overlapped	15.7	2.3	3.9	63.1	0.2	4.1	1.6	4.5	4.8
Multiple Stations	13.0	1.5	6.2	62.7	0.6	3.8	1.5	5.4	5.3
CLASS									
State Network	13.9	2.2	7.3	60.4	0.8	4.1	1.8	5.2	4.2
University	8.3	1.3	5.0	75.1	0.3	1.9	0.6	3.2	4.3
Community	8.1	0.8	7.6	69.2	0.5	2.8	1.0	4.7	5.4
Local School	12.5	1.9	2.6	71.1	0.1	3.6	1.4	3.7	3.1
BUDGET									
Under $300,000	9.3	1.5	4.4	75.9	0.4	2.3	0.6	3.0	2.7
$300,000 - 749,999	7.5	1.6	5.6	73.7	0.3	2.7	0.9	3.5	4.2
$750,000 - 1,199,999	10.4	1.2	6.8	68.5	0.4	3.7	1.6	3.9	3.5
$1,200,000 - 3,999,999	11.2	1.0	6.8	64.6	0.5	2.7	1.2	5.4	6.6
$4,000,000 and over	14.4	1.4	6.5	66.3	1.1	1.7	0.3	4.4	3.9

TABLE II.9

Percentage of Programs by Transmission Technique by Broadcaster Category

CATEGORY	Local Live	Local Tape	Local Remote	Inter-Connect Direct	Taped From Inter-Connect	Bicycled Tape	Film Chain	Off Air Pickup	Other
All Broadcasters	1.9	9.8	0.4	41.2	21.2	21.0	1.7	0.6	2.2
REGION									
Northeast	2.3	7.3	0.2	51.4	18.8	17.1	1.5	0.3	1.0
South	1.8	14.9	0.6	34.1	20.7	22.8	1.8	1.1	2.2
Central	1.6	6.8	0.5	46.6	21.7	16.7	1.6	0.5	3.9
West	1.6	8.9	0.2	38.7	27.3	19.7	1.9	0.4	1.3
Outlying	3.4	11.7	0.1	1.4	3.7	75.7	2.5	0	1.5
POPULATION									
Under 150,000	2.2	6.7	0	40.3	16.0	29.6	1.7	1.0	2.5
150,000 - 349,999	2.3	6.5	0.6	51.7	16.3	19.7	1.6	0.4	0.9
350,000 - 599,999	1.3	6.7	0.3	49.1	21.6	17.6	1.2	0.3	1.9
600,000 - 999,999	1.5	10.6	0.2	47.6	18.8	16.6	1.5	0.1	3.1
1,000,000 - 2,000,000	1.3	8.5	0.8	44.9	22.0	17.6	1.9	1.7	1.3
Over 2,000,000	2.7	8.9	0.1	35.5	31.0	16.8	3.1	0.4	1.6
Overlapped	2.0	15.5	0.2	19.9	32.1	26.8	2.0	1.0	0.7
Multiple Stations	2.0	14.5	0.5	33.9	18.0	25.3	1.2	0.2	4.4
CLASS									
State Network	1.5	15.7	0.4	31.8	17.6	28.7	1.1	0.1	3.2
University	2.4	6.8	0.5	46.0	22.5	17.9	2.0	0.2	1.7
Community	1.8	6.6	0.3	47.3	21.2	17.3	1.9	1.2	2.3
Local School	0.8	16.3	0.1	32.4	27.1	19.9	1.4	0.4	1.5
BUDGET									
Under $300,000	2.2	10.2	0.1	41.5	16.4	25.3	0.9	1.3	2.0
$300,000 - 749,999	1.7	5.7	0.4	47.6	19.7	22.0	1.6	0.5	0.9
$750,000 - 1,199,999	1.6	11.2	0.3	39.1	19.8	22.0	1.8	1.0	3.3
$1,200,000 - 3,999,999	1.8	11.6	0.5	39.2	22.7	19.0	2.1	0.2	2.9
$4,000,000 and over	3.5	13.1	0.6	29.8	33.3	16.7	1.2	0.3	1.4

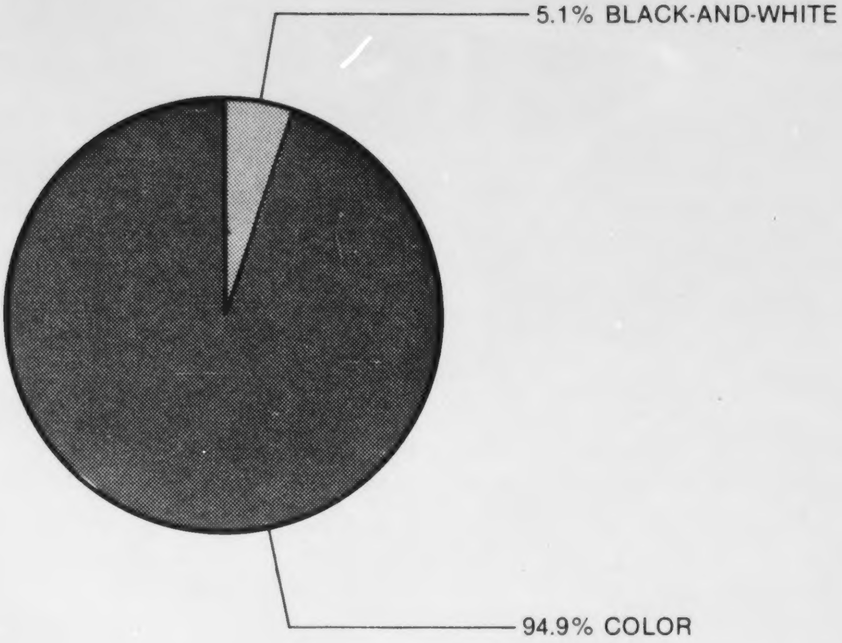
TABLE II.10

Percentage of Hours by Transmission Technique by Broadcaster Category

CATEGORY	Local Live	Local Tape	Local Remote	Inter-Connect Direct	Taped From Inter-Connect	Bicycled Tape	Film Chain	Off Air Pickup	Other
All Broadcasters	2.4	7.2	0.7	45.8	23.8	16.3	1.6	0.5	1.7
REGION									
Northeast	2.2	6.3	0.5	52.6	20.9	14.3	2.0	0.3	0.9
South	2.7	10.7	0.9	41.6	24.3	16.2	1.5	0.7	1.4
Central	2.2	4.9	0.7	50.5	24.5	12.4	1.4	0.6	.8
West	2.3	6.5	0.7	45.8	29.3	12.4	1.5	0.3	1.2
Outlying	3.2	7.5	0.6	1.7	3.8	77.6	3.4	0	2.2
POPULATION									
Under 150,000	1.9	4.8	0	46.0	15.8	27.6	1.3	1.1	1.5
150,000 - 349,999	2.7	4.8	1.3	56.1	17.8	14.8	1.4	0.3	0.8
350,000 - 599,999	1.1	5.3	1.4	53.0	24.1	11.6	1.6	0.4	1.6
600,000 - 999,999	2.6	7.4	0.3	52.5	21.7	11.3	1.5	0.1	2.5
1,000,000 - 2,000,000	2.0	5.7	0.8	48.9	24.7	14.1	2.1	0.8	1.0
Over 2,000,000	5.0	6.9	0.1	36.4	33.6	14.5	2.0	0.3	1.3
Overlapped	2.2	13.4	0.6	23.6	38.8	18.2	1.4	1.0	0.8
Multiple Stations	2.2	10.7	1.1	40.4	20.9	19.8	1.7	0.2	3.2
CLASS									
State Network	1.5	12.2	0.7	39.1	21.0	21.7	1.2	0.1	2.6
University	2.5	5.4	1.0	50.8	24.3	13.0	1.5	0.1	1.3
Community	3.0	5.0	0.5	48.8	23.8	14.5	1.9	1.0	1.6
Local School	1.2	10.5	0.5	42.6	30.1	12.4	1.3	0.5	0.9
BUDGET									
Under $300,000	1.6	7.4	0.3	47.3	17.4	22.3	1.0	1.4	1.3
$300,000 - 749,999	2.1	4.4	0.9	52.5	21.2	16.1	1.4	0.5	0.9
$750,000 - 1,199,999	2.1	8.2	0.6	45.5	22.9	16.4	1.5	0.6	2.2
$1,200,000 - 3,999,999	2.8	8.1	0.7	42.3	26.1	15.2	2.4	0.2	2.2
$4,000,000 and over	4.4	11.1	1.0	32.2	35.0	13.8	0.9	0.2	1.3

FIGURE II.9 PERCENTAGE OF HOURS AND PROGRAMS BY COLOR PRODUCTION

A. HOURS



B. PROGRAMS

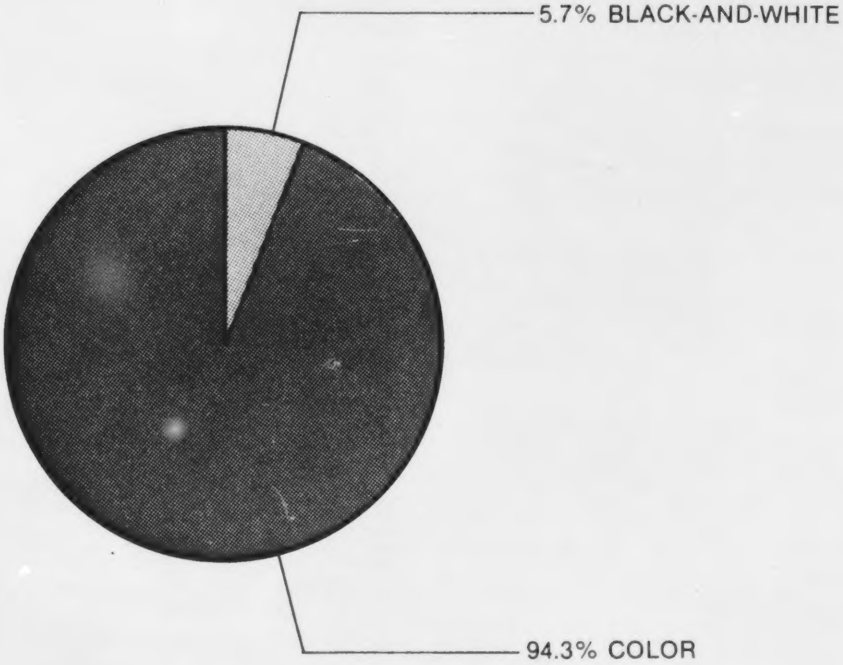


TABLE II.11

Percentage of Programs by (A) Color Production, and (B) Repeats by Broadcaster Category

CATEGORY	(A) COLOR PRODUCTION B & W	Color	(B) REPEATS* First Showing	Earlier In Day	Earlier In Week	Prior To Week
All Broadcasters	5.7%	94.3%	51.4%	9.3%	24.2%	19.8%
REGION						
Northeast	5.5	94.5	47.7	6.9	27.7	19.9
South	6.4	93.5	50.9	10.8	23.7	21.4
Central	5.8	94.2	55.0	9.8	21.4	17.8
West	5.1	94.9	47.0	9.5	25.7	20.6
Outlying	4.1	95.9	57.9	7.8	20.8	17.3
POPULATION						
Under 150,000	5.1	94.9	55.7	10.1	23.0	11.1
150,000 - 349,999	5.4	94.6	53.9	10.2	21.7	18.9
350,000 - 599,999	4.8	95.2	54.1	10.2	25.7	13.8
600,000 - 999,999	5.4	94.6	48.7	11.5	25.1	22.6
1,000,000 - 2,000,000	4.2	95.8	49.2	7.9	26.5	18.0
Over 2,000,000	4.7	95.3	42.0	8.7	27.6	28.0
Overlapped	11.2	88.8	49.2	7.6	25.1	22.4
Multiple Stations	6.5	93.5	52.7	8.0	20.5	23.0
CLASS						
State Network	7.2	92.8	52.8	9.5	18.6	23.7
University	3.5	96.5	52.2	9.9	24.8	17.0
Community	5.2	94.8	48.7	8.7	27.4	19.5
Local School	11.1	88.9	48.0	10.4	24.5	20.4
BUDGET						
Under $300,000	8.3	91.7	52.4	12.5	17.1	19.7
$300,000 - 749,999	4.7	95.3	55.8	9.5	24.3	14.5
$750,000 - 1,199,999	6.0	94.0	51.8	9.7	24.9	15.9
$1,200,000 - 3,999,999	6.3	93.7	47.8	8.6	24.2	26.1
$4,000,000 and over	3.3	96.7	38.2	6.1	30.8	27.3

*Totals may be greater than 100% due to multiple coding.

TABLE II.12

Percentage of Hours by (A) Color Production, and (B) Repeats by Broadcaster Category

	(A) COLOR PRODUCTION		(B) REPEATS*			
CATEGORY	B & W	Color	First Showing	Earlier In Day	Earlier In Week	Prior To Week
All Broadcasters	5.1%	94.9%	55.1%	8.2%	22.9%	17.4%
REGION						
Northeast	5.9	94.1	49.9	6.5	26.4	19.0
South	5.0	95.0	56.8	8.6	22.2	17.4
Central	4.9	95.1	57.3	8.8	20.6	16.4
West	4.6	95.4	51.6	9.0	24.0	17.6
Outlying	4.1	95.9	59.6	7.2	20.1	15.0
POPULATION						
Under 150,000	3.8	96.2	57.5	8.9	22.9	10.7
150,000 - 349,999	4.6	95.4	58.3	9.3	20.6	15.4
350,000 - 599,999	5.1	94.9	56.0	8.8	24.7	13.5
600,000 - 999,999	4.6	95.4	53.3	9.1	23.9	19.6
1,000,000 - 2,000,000	4.2	95.8	53.3	7.4	25.1	15.5
Over 2,000,000	4.7	95.3	44.9	8.0	26.5	26.6
Overlapped	9.8	90.2	53.9	7.0	22.9	19.1
Multiple Stations	5.4	94.6	57.6	7.0	18.0	19.3
CLASS						
State Network	5.2	94.8	57.5	7.9	17.6	20.2
University	3.8	96.2	55.1	9.4	23.7	15.1
Community	5.3	94.7	51.7	7.7	26.0	18.2
Local School	7.7	92.3	55.6	8.2	21.2	16.1
BUDGET						
Under $300,000	6.0	94.0	56.1	11.2	16.8	17.3
$300,000 - 749,999	4.3	95.7	58.6	8.4	23.5	12.5
$750,000 - 1,199,999	5.2	94.8	55.5	8.2	23.5	14.2
$1,200,000 - 3,999,999	5.7	94.3	52.4	7.7	22.2	22.8
$4,000,000 and over	3.7	96.3	42.3	6.0	29.7	24.8

*Totals may be greater than 100% due to multiple coding.

OVERVIEW OF PROGRAM TYPES

The next four chapters discuss in some detail various aspects of different program types recorded by this survey. The data described by Figure II.10 provide a brief overview. Later chapters discuss more specific typologies. Figure II.10 and Tables II.13 and II.14 cluster program types into seven basic groups:

(1) Instructional programs -- abbreviated ITV -- are those defined by respondents as either "used in traditional school or instruction subjects" or "part of a self-teach program in standard instruction subjects." Programs designed to educate informally were not included. This is a conservative, strict definition of instructional programming, which corresponds to the notion of formal instructional use of television. Broader definitions are examined in Chapter III. Episodes of "Electric Company" broadcast for use in schools are included in the ITV group.

ITV programs accounted 16.6% of all broadcaster-hours and 29.1% of all programs broadcast in 1976. These percentages represent annual averages of 752 hours per broadcaster and 2,185 programs per broadcaster.

(2) "Sesame Street" and "The Electric Company" -- abbreviated SS/EC -- accounted for 17.8% of all broadcaster-hours and 14.0% of all PTV programs on the air in 1976. The percentages represent annual averages of 808 hours per broadcaster and 1,053 programs per broadcaster including repeats. In Figure II.10, broadcasts of SS/EC are divided into two parts: Electric Company aired on weekdays during hours when school is normally in session and episodes of either program broadcast at other times or on weekends. In most of the presentations in this report, school broadcasts of "Electric Company" are counted in both the ITV and SS/EC Program types. Thus, percentages add to more than 100%.

(3) News and Public Affairs material accounted for 11.9% of all broadcaster hours and 11.8% of all PTV programs in 1976. The percentages represent annual averages of 540 hours per broadcaster and 895 programs per broadcaster. Chapter VI considers "news/PA" content in greater detail.

(4) Information and Skills material represents a cluster of four program types: Science, General Information, History/Biography, and Skills/How-To-Do-It. Such programs included 19.9% of all broadcaster hours and 19.8% of all programs aired in 1976. Annual averages of 903 hours per broadcaster and 1,502 programs per broadcaster are represented by the sample.

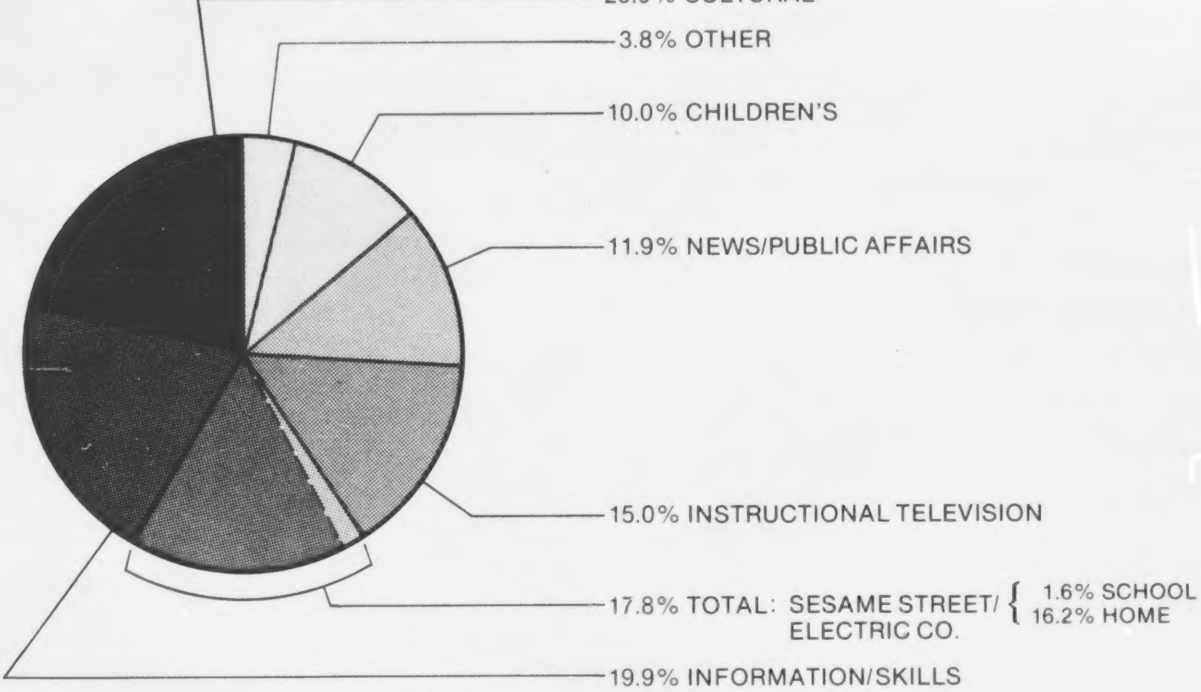
(5) General Children's material represents PTV programs for other than ITV (defined above) and "Sesame Street" and "The Electric Company." Nationally, the category includes "ZOOM!," "Mister Rogers' Neighborhood," "Villa Alegre," "Hodgepodge Lodge," and other programs for children. This type of program content covered 10.0% of all air time and 11.9% of programs in the annual PTV schedules for 1976. Children's general material accounted for 455 annual hours per broadcaster and 905 annual programs per broadcaster.

(6) Cultural programs included those classed in any six types: Culture/Art/Reviews, Music/Dance Performance, Drama Performance or Series, Feature Film, Comedy/Satire, and Variety. Cultural offerings of this type amounted to 20.9% of total broadcaster-hours and 12.8% of all programs aired. The percentages represent annual averages of 948 hours per broadcaster and 974 programs per broadcaster.

(7) Other material comprised relatively small percentages. It included sports, auctions and fund raising, and anything not covered by the previous categories.

FIGURE II.10 PTV PROGRAMMING BY TYPE OF PROGRAM

A. HOURS



B. PROGRAMS

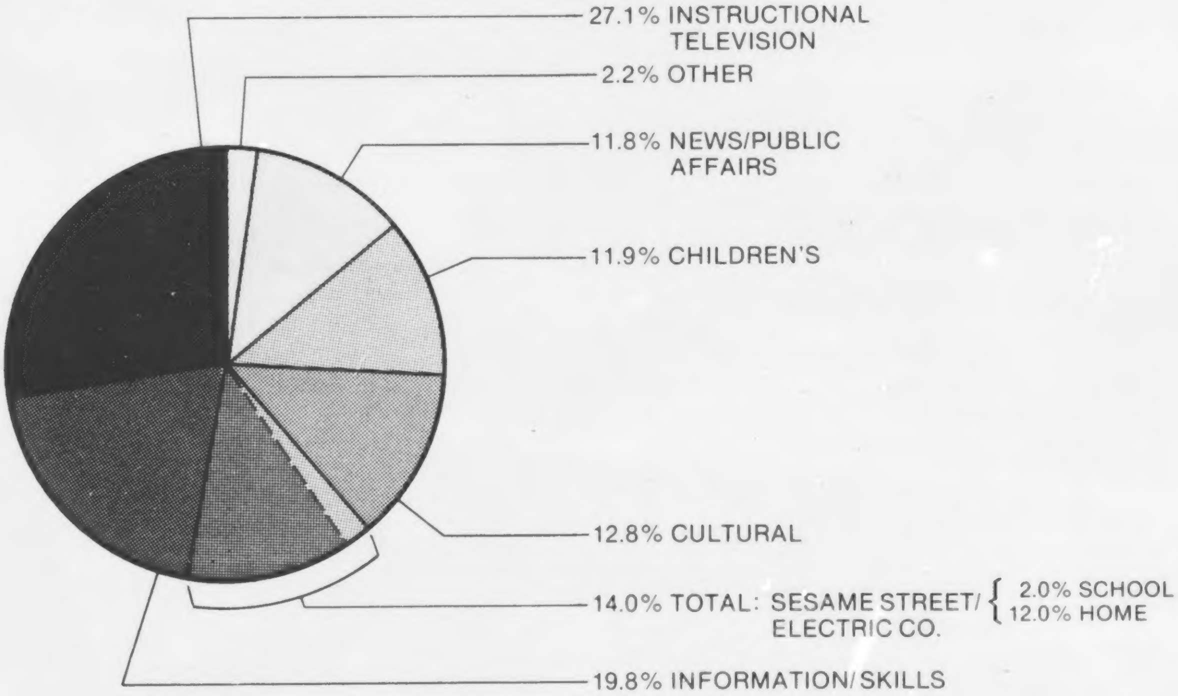


TABLE II.13

Program Types as Percentage of Daypart and Time of Year: Hours

	ITV*	SS/EC*	News/P.A.	Info Skills	Chil-dren's	Cul-tural	Other
All Year	16.6%	17.8%	11.9%	19.9%	10.0%	20.9%	3.8%
January 1 to June 5	18.8	18.2	12.6	19.7	9.5	18.0	3.2
June 6 to September 17	4.3	18.0	12.7	24.3	11.9	24.6	4.2
September 18 to December 30	18.4	17.5	10.4	17.0	9.5	22.7	4.4
School in Session	25.6	19.7	11.6	17.0	9.8	14.2	2.2
School Not in Session	3.3	16.0	12.5	23.5	10.5	28.8	5.5
Weekend Morning	3.1	52.8	1.5	6.6	27.9	5.0	3.1
Weekend Early PM	4.3	5.5	12.6	33.7	5.9	25.1	12.6
Weekday Pre-School	26.8	32.3	1.8	18.4	18.9	1.2	0.5
Weekday School	46.9	23.5	2.7	13.1	7.3	5.8	0.5
Weekday Post-School	7.2	37.3	7.4	15.8	26.0	4.5	1.9
Prime Time	0.8	0.2	20.5	26.9	0.5	46.2	4.9
Late	1.2	0	35.5	18.9	0	40.6	3.7

*"Electric Company" during school hours when school was in session included in both ITV and SS/EC categories.

TABLE II.14

Program Types as Percentage of Daypart and Time of Year: Programs

	ITV*	SS/EC*	News/P.A.	Info Skills	Chil-dren's	Cul-tural	Other
All Year	29.1%	14.0%	11.8%	20.0%	11.9%	12.8%	2.2%
January 1 to June 5	32.7	13.6	11.6	18.6	10.7	10.6	2.1
June 6 to September 17	7.3	15.6	14.1	27.7	16.0	17.5	1.9
September 18 - December 30	32.8	13.3	10.7	16.3	11.0	13.3	2.6
School in Session	41.3	13.5	10.4	15.3	10.2	7.7	1.5
School not in Session	4.7	14.6	14.2	27.2	14.9	21.1	3.3
Weekend Morning	4.1	43.1	1.0	8.2	37.1	4.9	1.4
Weekend Early PM	5.2	4.9	15.0	40.1	8.2	19.5	6.3
Weekday Pre-School	35.9	18.5	2.3	20.9	19.9	1.7	0.7
Weekday School	63.6	13.4	1.8	10.7	6.3	3.1	0.6
Weekday Post-School	8.9	28.6	8.3	18.0	30.1	4.5	1.6
Prime Time	0.9	0.1	26.4	31.4	0.8	36.6	3.9
Late	1.5	0	45.1	21.4	0	28.3	3.7

*"Electric Company" during school hours when school was in session included in both ITV and SS/EC categories.

The data in Figure II.10 paint the broadcast picture of public television content. The entire year, in terms of all days of the week and all hours of the day is reduced to a single pie chart. It reveals some important characteristics of public television schedules. First, almost 41% of all PTV air time is for children. Included in this amount are "Sesame Street" and "The Electric Company" (17.8% of all air time), General children's programming (10% of all air time), and children's ITV (12.8% of all air time). (See Chapter III for more detail.) Most ITV (85.5%) is for school children. Second, "Non-fiction" or "informational" programming also is a considerable part of the average schedule. ITV, News/Public Affairs, and Information and Skills contributed 48.4% of all air time. In addition, some of the "Culture/Art/Reviews" programs (e.g., "Book Beat") and some of the children's material are also "non-fiction" or "informational".

More detailed analysis of program types shows several trends over different times of the year, days when school was in session, and "daypart" (time of day and day of week). Details are presented in Tables II.13 and II.14.

The summer period from June 6 to September 17 contained a much lower proportion of ITV material (4.3% of broadcaster hours) than the rest of the year (which averaged 18.7%). It has already been noted that there were fewer weekly broadcast hours during the June 6 to September 17 period. The lower proportion of ITV is balanced in the summer by increased proportions of all other program types.

Another important contrast is between proportions of each program type in the January 1 to June 5 and the September 18 to December 30 periods. These represent the end of one broadcasting year and the beginning of a different broadcasting year. Comparisons reveal small declines in proportions of general children's ITV, SS/EC, Info/Skills and News/Public Affairs. The main change seems to have been an increase in the "cultural" category. The percentage jumped from 18.0% to 22.7% of all air time.

The analysis of days when school was not in session shows no major differences from the analysis of the summer period. We can assume that school-not-in-session was a combination of summer dates and weekends. There were lower proportions of ITV and SS/EC than average on these days, and a more than average amount of all other program types.

Examining each program type by "daypart" reveals that different program types are most likely to be found during particular time periods on particular days of the week. ITV is clearly--and not surprisingly--the most frequent program type (58.7% of all hours) in weekday school time* and is rather infrequent in all other periods except weekday pre-school, where it accounts for 26.8% of all hours. SS/EC programming represents a high proportion of weekend morning material (52.8% of such hours) and a high proportion (37.3%) of all hours broadcast on weekdays between the end of school and the start of prime time. The two CTW children's programs also represent 23.5% of the hours broadcast on weekdays during school time.

General Children's programming tends to follow the same patterns as SS/EC. When added together, the two program type cover three quarters of the hours broadcast of weekend mornings. They also cover over half of the hours broadcast before school on weekdays and on weekdays between school and prime time.

News and Public Affairs material is most concentrated in prime time (20.5%) of all hours, although it represents a greater proportion of late night (35.5% of all hours) programming. Information/Skills material is more consistent across different time periods: its greatest concentration is in early evening weekend hours (33.7%) and prime time hours (26.9%). Cultural programs represent 46.2% of prime time, 40.6% of late night programming and 25.1% of early evening weekend hours.

Most of these patterns will be covered in later chapters.

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* See Chapter III for more detail.

CHAPTER III

INSTRUCTIONAL TELEVISION SERVICES

Current public television programs have blurred traditional distinctions between "educational" or "instructional" content on the one hand and "general" content on the other. Series of programs such as "Sesame Street", "The Electric Company", "Villa Alegre", and "Carrascolendas" can be used by teachers in the traditional school situation; they also draw relatively large home audiences of children who are voluntarily watching for their own entertainment. The problem is essentially semantic. Old labels can no longer be clearly applied, and there is no consensus on new terminology. The analysis in this report has adopted a definition of ITV that is a combination of the new and the old. The analyses performed on ITV material in this report combine material almost universally acknowledged to be part of "instructional" television (programs "used in traditional school or instruction subjects" or "part of a self-teach program in standard instruction subjects") with airings of "Electric Company" and "Villa Alegre" during school hours on days when school was in session. In those cases where "Electric Company" was shown during school hours when school was in session, the hours and programs are counted as both ITV and as part of "Sesame Street/Electric Company" categories. Thus, tables and analyses in this chapter include ITV use of "Electric Company", tables and analyses in Chapter IV also include ITV use of "Electric Company", and tables and analyses discussing both "ITV and "Sesame Street/Electric Company" double count these programs so that percentages may total more than 100.0%.

In 1976, public broadcasters carried an annual average of 752 hours and 2,185 programs of ITV material. (See Tables III.1 and III.2) These represented 16.6% of total hours and 29.1% of total programs broadcast in the year. The difference in these proportions is due to the fact that ITV programs are considerably shorter on the average (20.6 minutes each) than other programs (41.9 minutes each). This year's data indicate an increase of 90 hours (254 programs) over 1974 ITV averages. However, 74 of these additional hours (148 programs) were due to the inclusion in 1976 of ITV use of "Electric Company". Thus the change in definitions resulted in 82.2% of the increased number of hours.

In order to take a wide look at material that could be used for "instructional" purposes, data for four programs that are neither strictly instructional or general have been combined with ITV programs in the following manner:

	Total year Hours	School hours school-in-session Hours
All programs	4542 (100%)	892 (100%)
ITV	752 (16.6%)	571 (64.0%)
"Sesame Street," "Electric Company," "Villa Alegre," "Carrascolendas"	762 (16.8%)	147 (16.5%)
ITV plus 4 programs	1514 (33.3%)	718 (80.5%)

The most important point is made in the right-hand column. Hours of broadcasting during school time have been isolated for days on which school was in session. During these key hours, when it was possible for televised programming to be used in school situations, 64.0% of all hours were ITV and an additional 16.5% were four programs that could be used in school situations. Thus, at least 80.5% of the broadcaster hours of programming during

TABLE III.1

Average Annual Hours and Percent* of Total Hours per Broadcaster by Program Type and Broadcaster Category

CATEGORY	ITV**	SS/EC**	News/P.A.	General
All Broadcasters	752 (16.6%)	808 (17.8%)	540 (11.9%)	2513 (55.4%)
REGION				
Northeast	779 (16.3%)	845 (17.7%)	590 (12.3%)	2647 (55.2%)
South	1015 (21.4%)	814 (17.2%)	523 (11.0%)	2476 (52.2%)
Central	725 (15.7%)	861 (18.7%)	569 (12.4%)	2527 (54.9%)
West	558 (12.9%)	735 (15.5%)	530 (12.3%)	2541 (59.2%)
Outlying	201 (6.3%)	632 (19.9%)	313 (9.9%)	2049 (64.7%)
POPULATION				
Under 150,000	426 (10.9%)	702 (17.9%)	473 (12.1%)	2356 (60.3%)
150,000 - 349,999	621 (14.0%)	810 (18.2%)	599 (13.5%)	2504 (56.4%)
350,000 - 599,999	724 (15.8%)	900 (19.6%)	591 (12.8%)	2473 (53.8%)
600,000 - 999,999	968 (19.1%)	936 (18.5%)	576 (11.4%)	2673 (52.7%)
1,000,000 - 2,000,000	747 (14.9%)	922 (18.4%)	551 (11.0%)	2883 (57.5%)
Over 2,000,000	769 (14.8%)	1020 (19.6%)	595 (11.4%)	2907 (55.6%)
Overlapped	795 (21.0%)	467 (12.3%)	491 (13.0%)	2088 (55.2%)
Multiple Stations	931 (21.5%)	702 (16.2%)	470 (10.8%)	2297 (53.0%)
CLASS				
State Network	1122 (24.0%)	762 (16.3%)	504 (10.8%)	2356 (50.4%)
University	519 (11.8%)	788 (17.9%)	557 (12.6%)	2632 (59.5%)
Community	785 (16.1%)	941 (18.7%)	567 (11.7%)	2677 (55.0%)
Local School	775 (19.4%)	674 (16.9%)	489 (12.2%)	2149 (53.8%)
BUDGET				
Under $300,000	525 (13.4%)	764 (19.5%)	515 (13.2%)	2174 (55.5%)
$300,000 - 749,999	634 (14.5%)	771 (17.6%)	528 (12.1%)	2522 (57.6%)
$750,000 - 1,199,999	857 (18.6%)	816 (17.7%)	563 (12.3%)	2426 (52.9%)
$1,200,000 - 3,999,999	891 (18.7%)	819 (17.1%)	528 (11.0%)	2629 (54.9%)
$4,000,000 and over	667 (13.2%)	973 (19.3%)	603 (11.9%)	2880 (56.9%)

*Percents may total more than 100% due to multiple coding of ITV EC's.

**Includes EC played during school hours when school was in session.

TABLE III.2

Average Annual Programs and Percent* of Total Programs per Broadcaster by Program Type and Broadcaster Category

CATEGORY	ITV**	SS/EC**	News/P.A.	General
All Broadcasters	2185 (29.1%)	1053 (13.9%)	895 (11.8%)	3620 (47.6%)
REGION				
Northeast	2348 (28.7%)	1091 (13.3%)	1026 (12.6%)	3837 (47.0%)
South	2851 (35.0%)	1074 (13.2%)	835 (10.2%)	3562 (43.7%)
Central	2165 (28.1%)	1118 (14.5%)	951 (12.3%)	3632 (47.1%)
West	1588 (22.8%)	957 (13.7%)	873 (12.5%)	3683 (52.9%)
Outlying	620 (13.3%)	821 (17.7%)	489 (10.5%)	2790 (59.9%)
POPULATION				
Under 150,000	1281 (20.4%)	914 (14.5%)	813 (12.9%)	3383 (53.7%)
150,000 - 349,999	1723 (23.7%)	1062 (14.6%)	932 (12.8%)	3747 (51.5%)
350,000 - 599,999	2090 (27.5%)	1175 (15.5%)	950 (12.5%)	3550 (46.8%)
600,000 - 999,999	2857 (32.6%)	1216 (13.9%)	914 (10.4%)	3944 (45.0%)
1,000,000 - 2,000,000	2206 (27.1%)	1191 (14.7%)	933 (11.5%)	3974 (48.9%)
Over 2,000,000	2182 (26.6%)	1295 (15.8%)	984 (12.0%)	3868 (47.2%)
Overlapped	2235 (32.3%)	636 (9.2%)	865 (12.5%)	3315 (47.9%)
Multiple Stations	2768 (36.1%)	926 (12.1%)	818 (10.7%)	3287 (42.9%)
CLASS				
State Network	3286 (38.3%)	1004 (11.7%)	876 (10.2%)	3540 (41.3%)
University	1412 (20.1%)	1019 (14.5%)	896 (12.7%)	3853 (54.8%)
Community	2322 (29.1%)	1174 (14.7%)	942 (11.8%)	3709 (46.4%)
Local School	2384 (33.3%)	921 (12.9%)	815 (11.4%)	3219 (45.0%)
BUDGET				
Under $300,000	1532 (23.9%)	997 (15.6%)	838 (13.1%)	3174 (49.5%)
$300,000 - 749,999	1819 (25.4%)	1006 (14.0%)	878 (12.2%)	3625 (50.5%)
$750,000 - 1,199,999	2525 (31.7%)	1065 (13.4%)	940 (11.8%)	3588 (45.0%)
$1,200,000 - 3,999,999	2632 (32.3%)	1070 (13.2%)	876 (10.7%)	3740 (45.8%)
$4,000,000 and over	1783 (22.7%)	1243 (15.8%)	994 (12.7%)	3957 (50.4%)

*Totals may be more than 100% due to multiple coding of E.C.

**Includes E.C. played during school hours when school was in session.

the time when schools were open were potentially useful in a classroom -- "at least" 80.5% because other material such as News/Public Affairs can also potentially be used in classrooms.

Many different programs and series are used in instructional television. However, the seven most frequently used programs accounted for 19.0% of all ITV programs. They are presented in the following table:

ITV Programs

	# Programs	% of ITV
Electric Company	148.5	6.8
Inside/Out	58.6	2.7
All About You	47.4	2.2
Cover to Cover I	45.0	2.1
Ripples	43.2	2.0
Bread and Butterflies	38.4	1.8
Cover to Cover II	33.1	1.5
	414.2	19.0% of ITV Programs

DIFFERENCES AMONG BROADCASTERS

Different categories of broadcasters devoted different proportions and different annual amounts of their air time to ITV material. Figure III.1 presents the key details. Average annual hours of ITV material and the percentage of air time devoted to such material increase sharply from the lowest to the next to highest budget category. On the average, broadcasters in the highest budget category present fewer hours than the third and fourth categories and devote a smaller proportion of their air time to ITV than broadcasters in any other budget category. While all other budget categories had an increased number of hours of ITV material from 1974, the highest budget category dropped sharply. This immediately reflects the fact that at least two of the ten broadcasters in this category (WETA,WTTW) had no regular school service programming.

Broadcasters in the South provided far more hours (1,015) and devoted a much greater percentage of their air time (21.4%) to ITV than did broadcasters in any other region. They are followed by the Northeastern states (779 hours, 16.3%), the Central states (725 hours, 15.7%), the Western States (558 hours, 12.9%), and the outlying states (201 hours, 6.3%).

State systems provided the highest average number of hours and the highest proportion (1,122 hours, 24.0%), and university licensed broadcasters provided the lowest averages (519 hours, 11.8%). The data also indicate that broadcasters associated with local school systems devoted a relatively high proportion of their total hours (19.4%) to ITV.

Broadcasters serving areas with a population of 600,000 to 999,000 people provided more ITV hours, and a higher proportion of their total air time was ITV material. However, Figure III.1 does not show data from Table III.1 that indicate that the highest proportions of ITV hours were broadcast by "multiple" (21.5%) and "overlapped" (21.0%) broadcasters.

ITV SUBJECT MATTER, GRADE LEVEL, AND FORMAT

Most of the remainder of this chapter presents data about programs, rather than hours. In the realm of ITV, most professionals are interested in the program as the unit of analysis. Tables III.3 through III.8 present analyses of both hours and programs for the interested reader. Later chapters resume the emphasis on program hours.

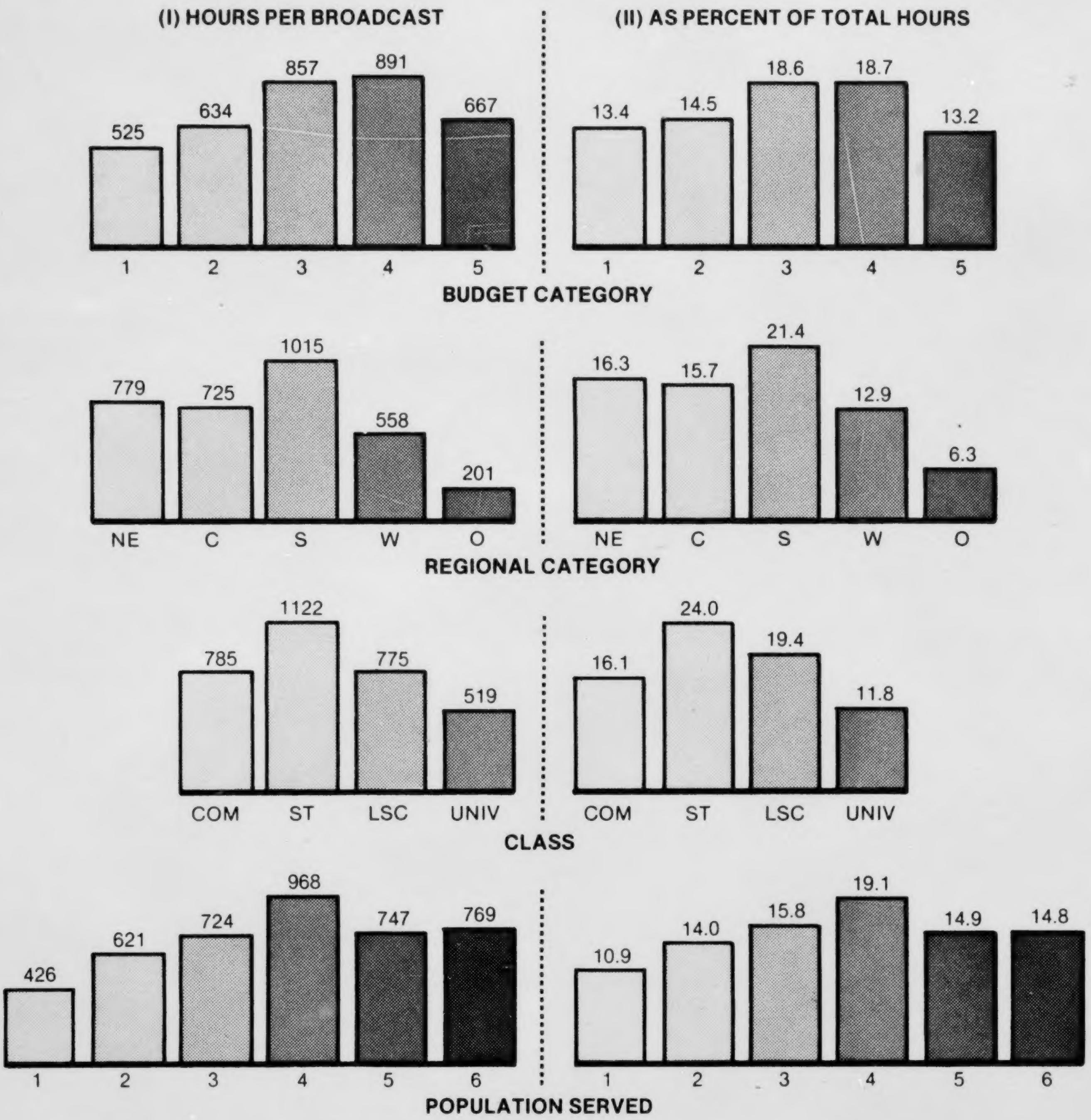


FIGURE III.1 AVERAGE ANNUAL ITV HOURS BY BROADCASTER CATEGORY

BUDGET CATEGORY

1 = UNDER $300,000
2 = $300,000 - 749,999
3 = $750,000 - 1,199,999
4 = $1,200,000 - 3,999,999
5 = $4,000,000 and over

REGIONAL CATEGORY

NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS

COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

POPULATION SERVED

1 = UNDER 150,000
2 = 150,000 - 349,999
3 = 350,000-599,999
4 = 600,000 -999,999
5 = 1,000,000-2,000,000
6 = OVER 2,000,000

TABLE III.3

Average Annual ITV Hours and Programs Per Broadcaster by Subject Matter

	HOURS		PROGRAMS	
	Annual Average	% of Total	Annual Average	% of Total
Children's Basic Education*	50.0	6.6%	164.2	7.7%
Reading - Writing	120.1	16.4%	305.0	14.2%
Literature - Humanities	76.5	10.5%	223.5	10.4%
Foreign Language	15.8	2.2%	47.4	2.2%
Math	43.5	5.9%	122.0	5.7%
Science	74.2	10.1%	246.8	11.5%
Social Science	67.5	9.2%	199.4	9.3%
History	34.8	4.8%	88.2	4.1%
Music/Art/Theater	73.5	10.0%	245.1	11.4%
Home Economics	11.4	1.6%	26.8	1.3%
Health/P.E./Safety	54.0	7.4%	199.1	9.3%
Environment	11.8	1.6%	33.5	1.6%
Teacher Training	21.6	2.9%	44.6	2.1%
Professional Training	9.8	1.3%	17.4	0.8%
Vocational	25.1	3.4%	79.5	3.7%
Other	44.7	6.1%	102.1	4.8%
TOTAL**	732.1		2185.0	

*Covers primary level courses which include multi-disciplinary subjects.

**Less than 3% missing data.

TABLE III.4

Average Annual ITV Hours and Programs per Broadcaster by Grade Level*

	HOURS		PROGRAMS	
Grade	Annual Average	% of Total	Annual Average	% of Total
Kindergarten	116.4	15.5	401.9	18.4
1st	159.9	21.3	564.4	25.8
2nd	230.2	30.6	698.2	31.9
3rd	238.0	31.7	723.2	33.1
4th	268.3	35.7	807.1	36.9
5th	216.5	28.8	717.3	32.8
6th	196.2	26.1	637.9	29.2
7th	111.5	14.8	357.7	16.4
8th	95.7	12.7	306.4	14.0
9th	82.5	11.0	246.5	11.3
10th	66.6	8.9	179.2	8.2
11th	64.5	8.6	169.8	7.8
12th	60.5	8.1	159.0	7.3
Junior College	36.8	4.9	64.8	3.0
College	60.2	8.0	107.4	4.9
Adult	76.7	10.2	146.4	6.7

*Totals may be more than 100% due to multiple coding.

TABLE III.5

Average Annual ITV Hours and Programs Per Broadcaster by Format and Program*

	HOURS		PROGRAMS	
Format**	Annual Average	% of Total	Annual Average	% of Total
Lecture	224.3	29.8	653.3	29.9
Interview with Expert	25.0	3.3	57.9	2.6
Discussion among People	38.1	5.1	98.3	4.5
Demonstration	195.8	26.0	624.0	28.5
Actual Event in Real Time	21.3	2.8	64.8	3.0
Dramatization	268.1	35.7	748.7	34.2
Documentary	111.1	14.8	338.8	15.5
Narrated Graphic Symbols	77.8	10.3	245.4	11.2
Animation	99.4	13.2	236.7	10.8

*Total is greater than 100% because one or two responses were allowed.

**For definition of format categories, see Appendix IV.

TABLE III.6

Average Annual ITV Hours and Programs Per Broadcaster by

A) Producing Source and B) Source of Distribution

	HOURS		PROGRAMS	
A) Producing Source	Annual Average	% of Total	Annual Average	% of Total
Local	142.0	20.1	375.1	18.3
Consortium	62.6	8.9	230.8	11.3
CTW	76.1	10.8	152.0	7.4
Foreign-Coproduction	14.9	2.1	41.1	2.0
Major PTV Organization	58.4	8.2	179.5	8.8
Other PTV Organization	167.5	23.7	534.1	26.0
Independent	158.9	22.5	462.9	22.6
Commercial U.S.	2.6	0.4	7.0	0.3
Other	24.5	3.5	68.7	3.3
B) Source of Distribution				
Local	141.2	19.5	370.2	17.7
Exchange with other PTV Organization	25.5	3.5	79.1	3.8
Regional/State Network	104.7	14.5	336.7	16.1
PBS	107.7	14.9	212.6	10.1
PTL	2.6	0.4	5.6	0.3
AIT-NIT	121.2	16.8	452.8	21.6
GPNITL	42.5	5.9	132.5	6.3
Other Instructional Supplier	150.9	20.9	440.6	21.0
Other	26.5	3.7	66.2	3.2

TABLE III.7

Average Annual ITV Hours and Programs Per Broadcaster by A) Method of Transmission, B) Color Production, and C) Use of Repeat Programs

	HOURS		PROGRAMS	
	Annual Average	% of Total	Annual Average	% of Total
A) Method				
Local - Live	6.7	0.9	8.0	0.4
Local - Tape	137.9	18.6	369.5	17.1
Local - Remote	2.2	0.3	6.6	0.3
Direct Interconnect	173.2	23.4	514.2	23.8
Tape from Interconnect	67.1	9.1	161.1	7.5
Bicycled Tape	294.4	39.7	916.1	42.4
Film Chain	15.4	2.1	46.4	2.1
Retransmission of Off-Air Pickup	7.5	1.0	23.7	1.1
Other	36.8	5.0	112.9	5.2
B) Color				
Black & White	99.4	13.4	294.6	13.6
Color	643.7	86.6	1872.8	86.4
C) Repeats*				
First Airing	281.7	37.5	782.8	35.8
Aired Earlier in Day	84.7	11.3	260.4	11.9
Aired within Last Week	220.2	29.3	668.6	30.6
Aired prior to That Week	228.8	30.4	670.0	30.6

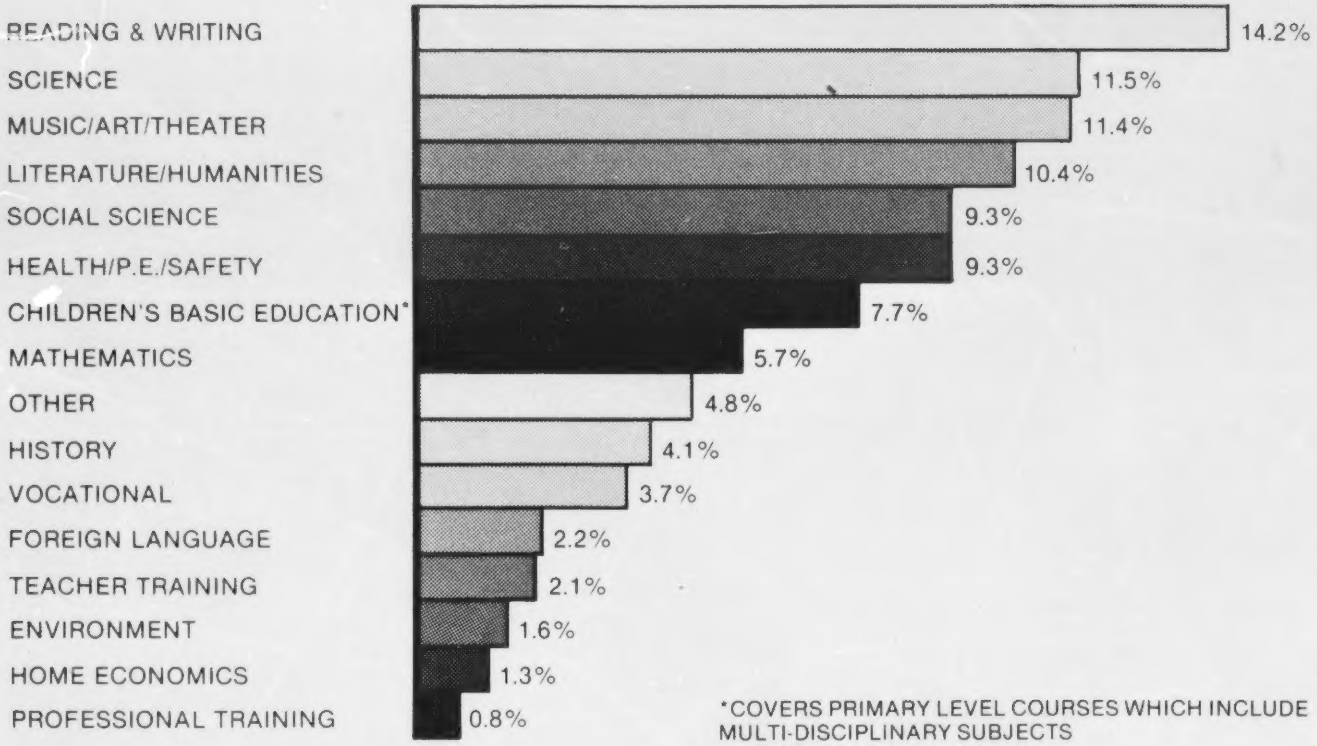
*Percents may total more than 100% due to multiple coding.

TABLE III.8

Average Annual Hours and Programs Per Broadcaster of Local ITV, and Local ITV as Percent of All ITV by Broadcaster Category

	HOURS		PROGRAMS	
Category	Local Annual Average	Local as % of All ITV	Local Annual Average	Local as % of All ITV
REGION				
Northeast	68.4	8.8	160.5	6.8
South	289.8	28.6	752.3	26.4
Central	80.9	11.2	227.2	10.5
West	94.6	17.0	246.7	15.5
Outlying	47.3	23.5	136.9	22.1
POPULATION				
Under 150,000	73.8	17.3	196.7	15.4
150,000 - 349,999	58.3	9.4	138.3	8.0
350,000 - 599,999	98.1	13.5	219.6	10.5
600,000 - 999,999	207.7	21.5	530.4	18.6
1,000,000 - 2,000,000	144.3	19.3	408.9	18.5
Over 2,000,000	88.3	11.5	239.8	11.0
Overlapped	223.3	28.1	545.6	24.4
Multiple Stations	181.6	19.5	508.9	18.4
CLASS				
State Network	270.3	24.1	712.6	21.7
University	71.9	13.8	146.5	10.4
Community	89.0	11.3	233.1	10.0
Local School	242.5	31.3	733.3	30.8
BUDGET				
Under $300,000	129.0	24.6	332.4	21.7
$300,000 - 749,999	70.1	11.1	178.5	9.8
$750,000 - 1,199,999	201.5	23.5	493.1	19.5
$1,200,000 - 3,999,999	161.9	18.2	464.7	17.7
$4,000,000 and over	85.5	12.8	185.2	10.4

FIGURE III.2 PERCENTAGE OF ITV PROGRAMS BY SUBJECT MATTER



*COVERS PRIMARY LEVEL COURSES WHICH INCLUDE MULTI-DISCIPLINARY SUBJECTS

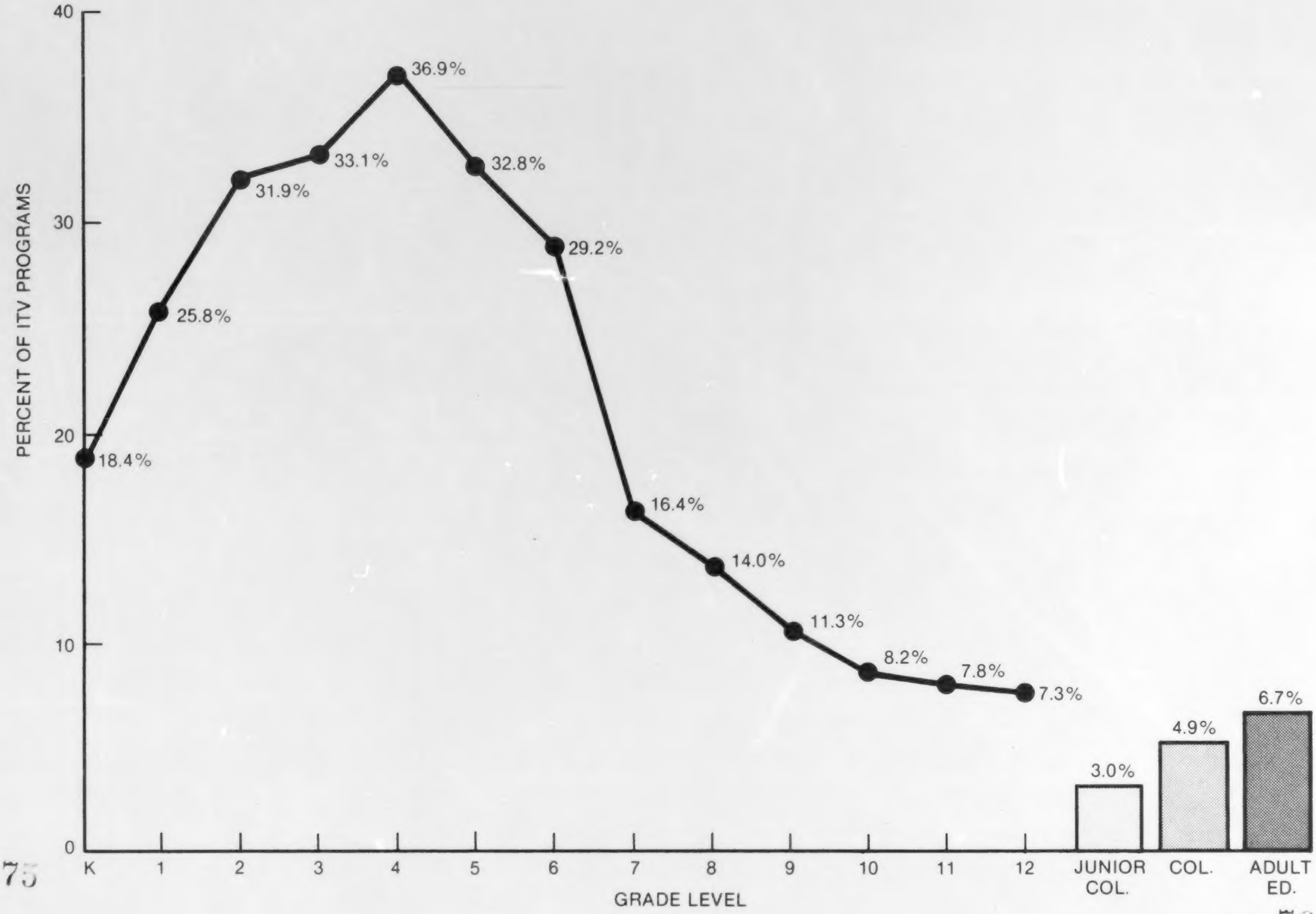
It is clear from Figure III.2 that ITV programming is spread over a wide range of subject matter; however, five areas are most frequent. Reading and Writing (primarily the influence of "Electric Company") (14.2%) is the most frequent subject matter category, followed by Natural and Physical Sciences (11.5%), Music/Art/Theater (11.4%), Literature/Humanities (10.4%), and Social Sciences (9.3%).

ITV programs are usually useful at several grade levels. The survey format allowed respondents to give one, two, or three grade levels for each program. (Thus, totals are greater than 100%.) Figure III.3 graphically demonstrates the pattern of ITV programming by grade levels. ITV is most heavily concentrated for the first through sixth grades, with a peak at grades three, four, and five. There is a sharp drop between the sixth and seventh grades and a continued decline until high school seniors are the target for the lowest proportion of material appropriate for grade schools. By subtracting the material intended for viewers above the high school level, it can be determined that 85.5% of ITV air time (12.8% of all air time) is for school children.

Materials at the Junior College level (3.0% of programs), the college/university level (4.9%), and for adult education (6.7%), is not as frequent as grade school programming. However, this type of programming is of considerable interest to many PTV professionals. It will be examined more closely.

Respondents were asked to pick the best or best two categories of format for instructional programs. The categories included: lecture/monologue - a teacher teaching, maybe with blackboard or props; interview with expert; discussion - two or more people discuss, interact, teach (may include a student asking questions); demonstration - instead of only verbal description, a task is shown; actuality - an actual event recorded or transmitted live with emphasis on the event; dramatization - recreation of an

FIGURE III.3 PERCENTAGE OF ITV PROGRAMS BY GRADE LEVEL



event or fictional recreation using dramatic or cinematic techniques; documentary; narrated graphic symbols - narration over graphics (short of animation); and animation - frame by frame changes that create the illusion of motion over time. Figure III.4 shows that the Dramatization format (influenced greatly by "Electric Company") was the most frequently used type (34.2% of all ITV programs) followed by lecture (29.9%), and demonstration (28.5%).

Computerized data processing has allowed an analysis of both grade levels and formats of ITV programming by subject matter. The sample size for the entire survey was not large enough to produce reliable data for tables with 256 cells (16 grades by 16 subjects). Thus, the discussion is limited to the patterns that have clearly emerged (For details, see Appendix V).

Subject Matter by Grade Level

- Children's Basic Educational programs were (naturally) concentrated at levels K and 1, where they reflected 23.5% and 18.3% of all programs in these grades respectively.

- Reading and Writing was concentrated in the second, third, and fourth grades with 32.6%, 29.5%, and 23.1% respectively.

- Literature and Humanities material was concentrated in grades 4 and 5 with 10.2% and and 15.2% of all programs respectively.

- Foreign Language programs were concentrated in high school (just under 10% for each of grades 10-12).

- Mathematics was primarily found in grades 3-6 where percentages ranged from 7%-10%.

- Natural and Physical Science programs were concentrated in grades 3-6 with percentages ranging from 12% - 14%.

- Social Science programs were primarily for older students. They were concentrated in grades 5-12. The high school grades, however, had higher percentages (about 22%) due to a lower number of total programs for those grades.

- Music, Art, and Theater programs had their highest concentration in the early grades (K-2 had between 15% and 20%) but were spread relatively evenly across 3-6 with percentages ranging from 7% to 12%.

- Health, P.E., and Safety were concentrated in grades K-5 with percentages ranging from 10% to 17% of programs.

- Home Economics comprised a very small portion of ITV programs in all grades. However, they reached their highest proportions in high school (grades 10-12 were about 5% of all programs) and Junior College with 8%.

- Environmental programs were also quite infrequent. They were spread over grades K-9.

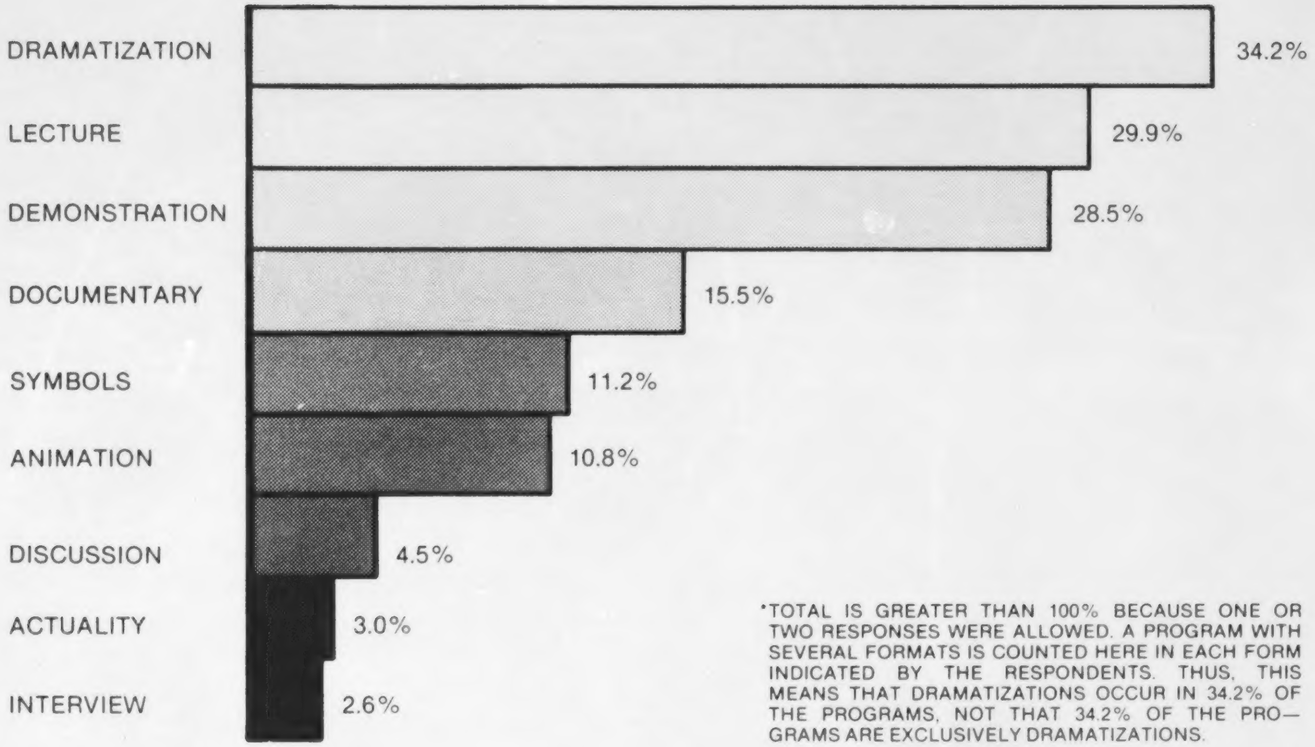
- Vocational programs appeared mostly for grades 4-6 (6%-8%).

Grade Level by Subject Matter

- Kindergarten - ITV programming is concentrated in three subject areas: Basic Education (23.5%), Music/Art/Theater (19.4%) and Health/PE/Safety (17.1%).

- First grade is very similar to Kindergarten, with slightly less emphasis on basic education. The most frequent ITV subjects are Music/Art/Theater (19.5%), Basic

FIGURE III.4 PERCENTAGE OF ITV PROGRAMS BY FORMAT



*TOTAL IS GREATER THAN 100% BECAUSE ONE OR TWO RESPONSES WERE ALLOWED. A PROGRAM WITH SEVERAL FORMATS IS COUNTED HERE IN EACH FORM INDICATED BY THE RESPONDENTS. THUS, THIS MEANS THAT DRAMATIZATIONS OCCUR IN 34.2% OF THE PROGRAMS, NOT THAT 34.2% OF THE PROGRAMS ARE EXCLUSIVELY DRAMATIZATIONS.

Education (18.3%), Health/PE/Safety (13.7%) and Reading & Writing (12.3%).

- In second grade the ITV emphasis shifts to Reading and Writing (32.6%) trailed by Music/Art/Theater (15.2%), and Health/PE/Safety (11.2%).

- Third grade starts an increasing emphasis on science. ITV programming is concentrated in Reading and Writing (29.5%), Science (13.9%) and Health/PE/Safety (11.6%).

- Fourth grade ITV programming is most frequently Reading and Writing (23.1%), Science (12.5%), Literature/Humanities (10.2%) and Health/PE/Safety (9.8%).

- In fifth grade, the emphasis shifts away from Reading and Writing. ITV programming is concentrated in Literature/Humanities (15.2%), Science (12.1%), Music/Art/Theater (11.6%) and Health/PE/Safety (11.4%).

- Sixth grade ITV programming is primarily Science (13.8%), Social Science (12.3%), and Music/Art/Theater (11.9%).

- Grades seven and eight tend to have ITV programming concentrated in Science (14.8%), Literature/Humanities (about 13%) and Social Science (about 12.5%).

- Ninth grade ITV programming is dominated by Literature/Humanities (18.9%), followed by History (12.0%) and Science (11.7%).

- Tenth, eleventh and twelfth grades have ITV programs most frequently in the subjects of Social Sciences (about 21%), History (about 16% for grades 10 and 11, 7% for grade 12, and Literature/Humanities (about 12%).

Subject Matter by Format*

- Children's Basic Education programs were mostly dramatizations (48%) and documentaries (33%).

- Reading and Writing programs were most frequently dramatizations (63%) and animation (54%).

- Literature and Humanities programs were characterized by lecture formats (58%), narrated graphic symbols (44%) and dramatizations (26%).

- Foreign language programs were primarily dramatizations (47%) and lectures (36%).

- Mathematics programs were almost equally dramatizations (31%), demonstrations (31%) and lectures (30%).

- Natural and Physical Science programs were mainly demonstrations (59%) or lectures (49%).

- Social Science programs tended to be documentaries (44%).

- History programs tended to be dramatizations (52%).

- Music, Art, and Theater programs were primarily demonstrations (71%).

- Health, PE, and Safety programs were dramatizations (53%), demonstrations (39%), and lectures(31%), for the most part.

- The small number of Teacher and Professional Training programs most commonly used lectures (33% and 82% respectively).

- Environmental programs were mostly documentaries (39%), while Home Economics programs were demonstrations (30%) and Vocational programs tended to be dramatizations (63%).

PRODUCTION, DISTRIBUTION, AND TRANSMISSION OF ITV

There are four major sources of ITV production that account for more than three quarters of ITV programs. These are depicted in Figure III.5. "Other" PTV stations produced 26.0% of the ITV programs used by broadcasters in 1976. Independent ITV producers were responsible for 22.6% of the programs. This is noteworthy, since it is the only area of public television programming in which outside organizations play such a significant role. Local production still accounts for 18.3% of all programs, although local ITV production has been declining sharply for more than a decade. (For details of local ITV production by Broadcaster Category, see Table III.8) Finally, programs produced by a consortium amount to 11.3% of the total.

Consortium production is a relatively recent phenomenon on the ITV scene. It has come about because of increasing demands for higher quality, more expensive programs, and because of the economic savings made when producing programs for mutual use. The other side of the coin, however, is a steadily decreasing amount of local ITV production. Figure III.6 compares somewhat different measurements of ITV broadcast hours that had been produced locally since 1964. The methodological differences may add a bit of imprecision, but the declining proportion of local production is very strong and very clear.

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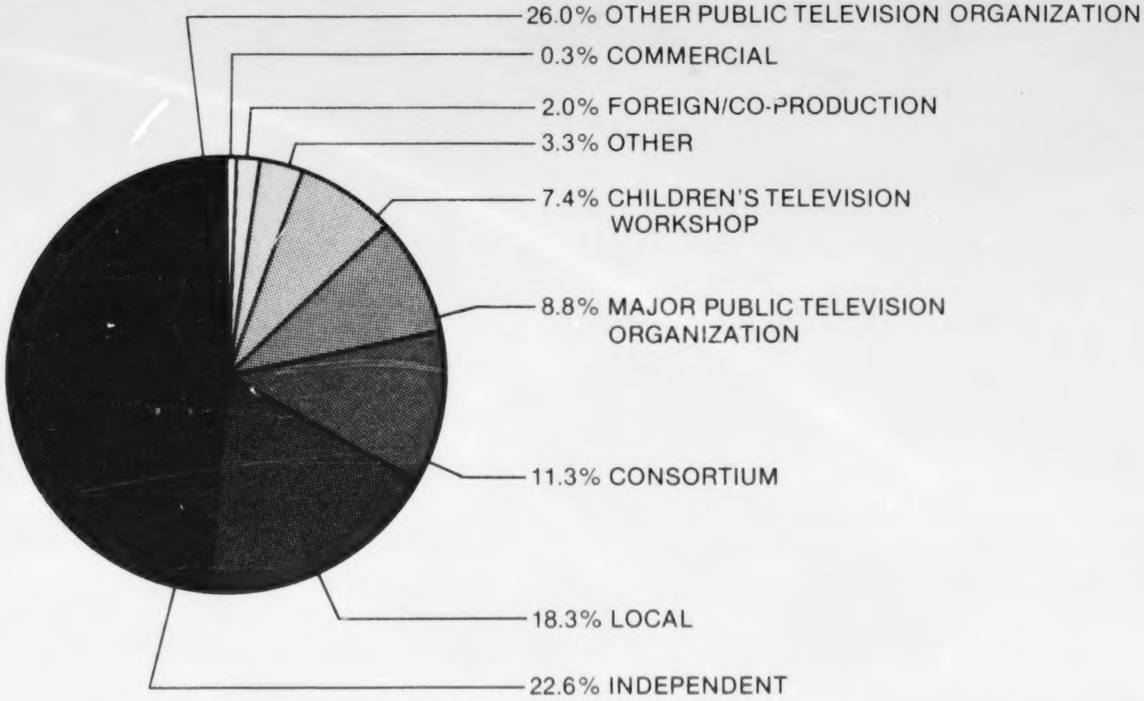
* NB: More than one format was allowed per program. Many programs combine several formats.

FIGURE III.5 PERCENTAGE OF ITV PROGRAMS BY PRODUCER AND DISTRIBUTOR

A. PRODUCER



B. DISTRIBUTOR

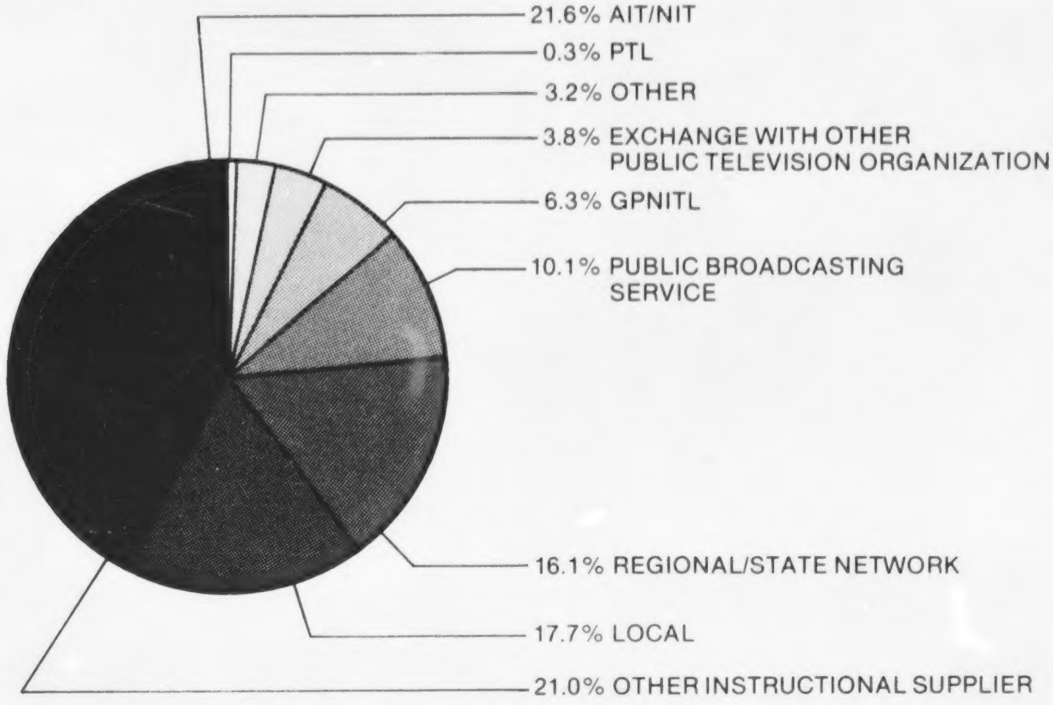
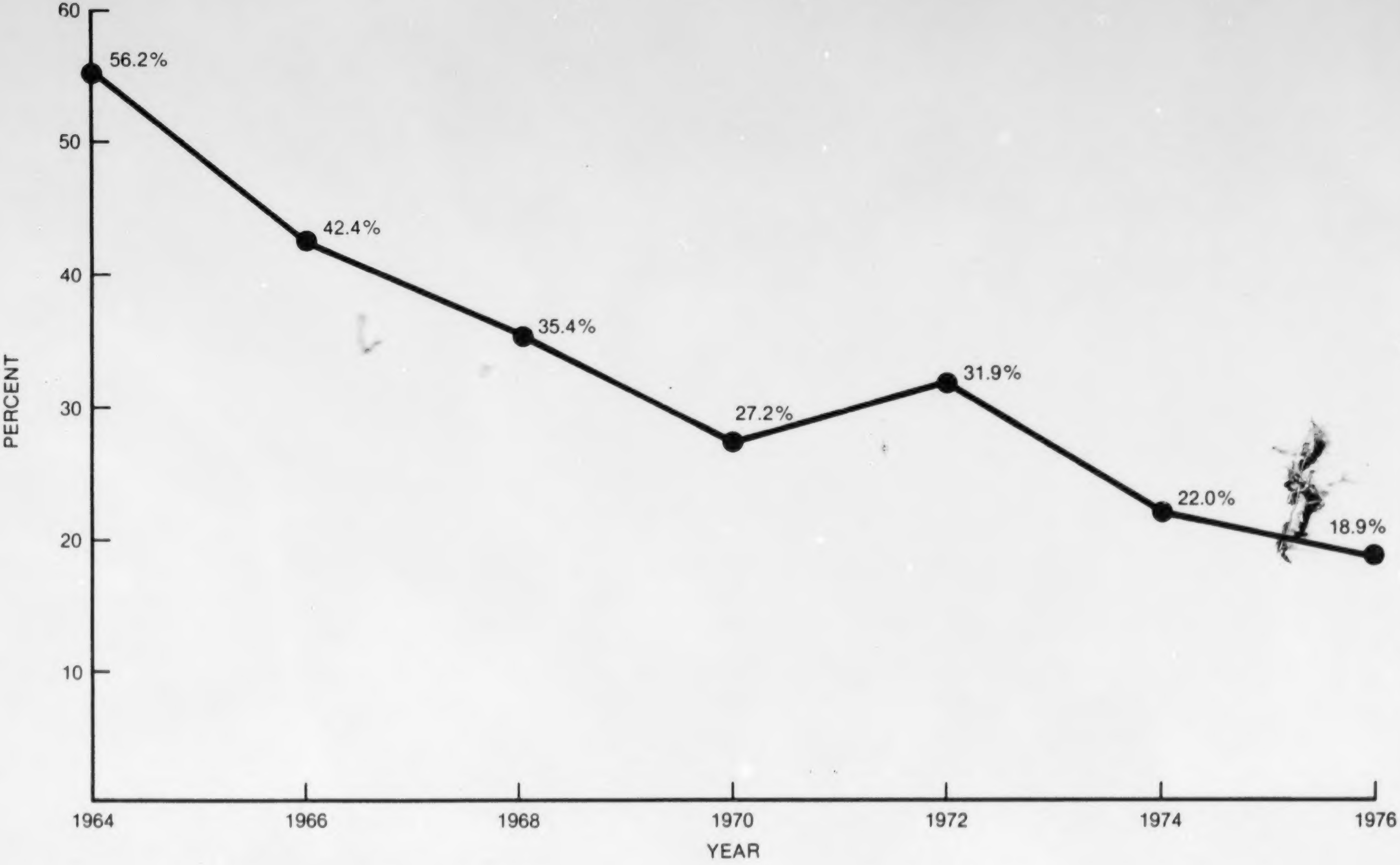


FIGURE III.6 LOCAL PRODUCTION OF ITV PROGRAMMING SINCE 1964*
(% OF ITV HOURS LOCALLY PRODUCED)



*1964-1970 PERCENT STATION HOURS IN SAMPLE WEEK
1972 PERCENT BROADCASTER HOURS IN SAMPLE WEEK
1974-1976 PERCENT BROADCASTER HOUR IN SAMPLE YEAR

1976 ITV *ELECTRIC CO.* INCLUDED, IF EXCLUDED VALUE IS 21.0%

Part B of Figure III.5 describes the sources of distribution of ITV programs. The Agency for Instructional Television (AIT), formerly known as National Instructional Television, distributed 21.6% of the ITV programs, and The Great Plains National Instructional Television Library (GPNITL) distributed 6.3%. Programs that came from the broadcaster's own facilities accounted for another 17.7% of the programs; and "other instructional suppliers" played a major role. Regional/state networks distributed 16.1% of all ITV programs. This deserves closer examination:

	Source of Distribution		Method of Transmission				
	% from regional/state network	% from "our own" facilities	Tape from our facility	Direct inter-connect**	Tape bicycle or other	Retrans-mission of off-air	Film
Northeast	28.7%	9.2%	8.7%	48.9%	32.8%	0.2%	0.9%
South	4.1	31.0*	29.0	9.9	46.6	2.5	2.1
Central	23.7	12.7	12.6	31.2	43.8	0.2	2.4
West	4.2	18.3	18.0	7.7	55.7	0.3	3.1

* See explanation in following paragraph.
** Includes both PBS and regional/state networks.

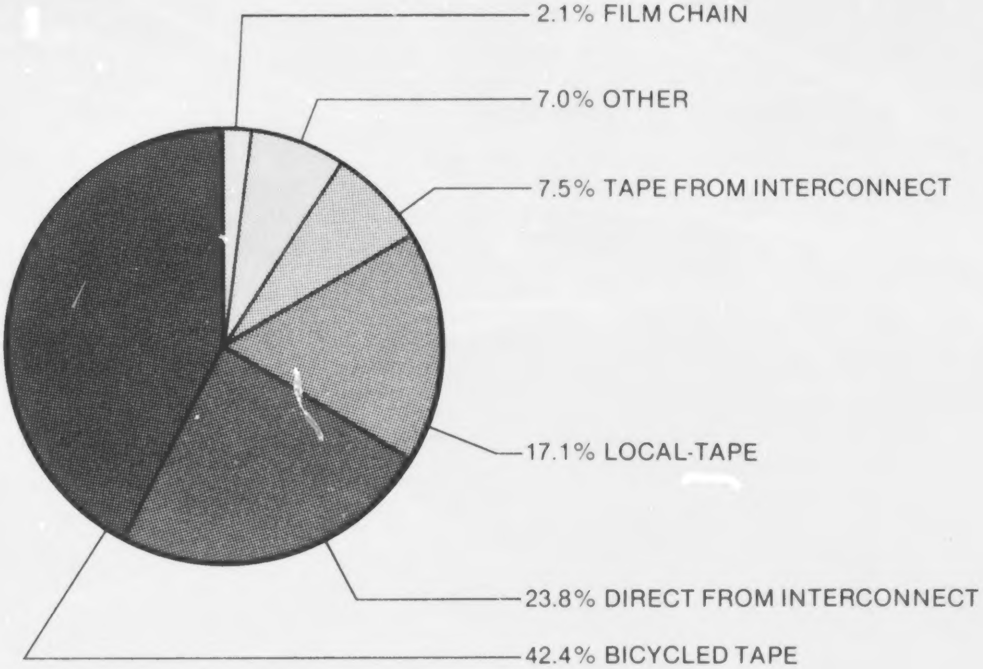
There is an inverse relationship between the amounts of regional/state network distribution and local distribution of ITV programs. In the Northeast, ITV distribution from the EEN accounted for a major share of all ITV programs, while there was comparatively little "local" material. In the South, the pattern is totally reversed. Southern broadcasters get a great deal of their ITV from their own facilities and a relatively small proportion from SECA (Southern Educational Communications Association), the regional network. (Note that "local" distribution for many southern broadcasters is statewide.) Broadcasters in the central states receive 23.7% of their ITV from either the Central Educational Network, Midwestern Educational Television, or intra-state networks of independently scheduled broadcasters. Local material is less frequent than the overall average. Western broadcasters obtain a low proportion of their material from the Rocky Mountain Public Broadcasting Network, the Western Educational Network, or intra-state distribution. The proportion of programs from their own facilities is almost at the average for all broadcasters.

The most frequent method of transmission of ITV programs was videotape that had been shipped by "bicycle" or other methods. As Figure III.7 shows, this method accounted for almost half (42.4%) of all ITV programs aired in 1976. Locally available material--almost entirely on tape -- and the use of interconnection -- 23.8% direct and 7.5% taped for replay -- are the next most frequent methods. The use of film chains, live productions, and retransmission of signals received off-air from other PTV broadcasters is relatively infrequent.

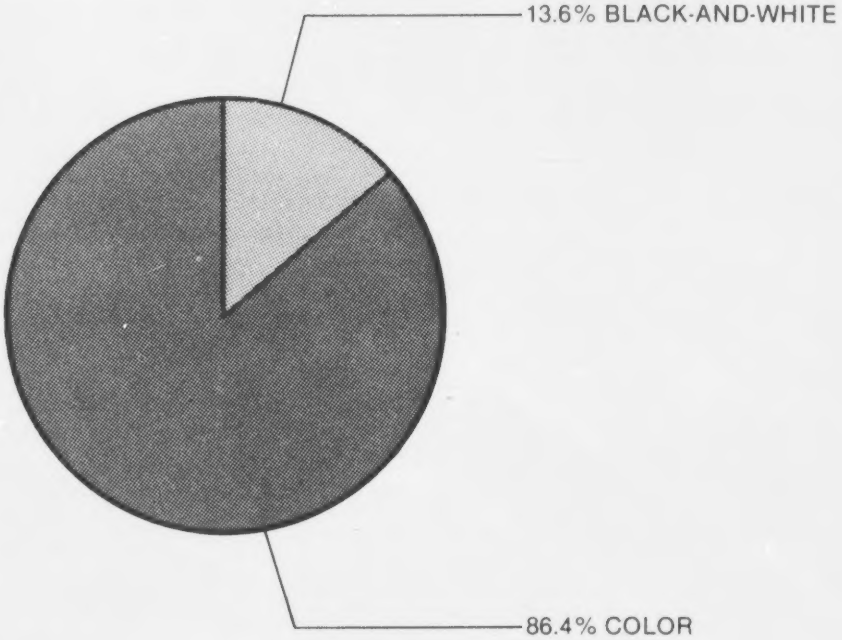
Differences across regions of the country in sources of distribution are paralleled by differences in method of transmission. The data indicate several phenomena. First, the Northeastern and Central broadcasters used direct interconnection for a great deal

FIGURE III.7 PERCENTAGE OF ITV PROGRAMS BY METHOD OF TRANSMISSION AND COLOR PRODUCTION

A. TRANSMISSION METHOD



B. COLOR



(48.9% and 31.2% respectively) of their ITV material, while broadcasters in other parts of the country used it much less frequently. This phenomenon may be affected by strong state networks (NYN, PPTN, and OETNC) connecting individual broadcasters in these regions.

Second, distribution of videotape by bicycle or other shipping methods varied by region. The variation was related to availability of local material and use of interconnections. Northeastern broadcasters used tape shipments less than broadcasters in other regions. Northeastern broadcasters also utilized a great deal of interconnection and a small amount of tape from their own facilities. Southern broadcasters used videotape shipments at about the frequency of the national average; but they also used a great deal of ITV material from their own facilities. Central state broadcasters use an average proportion of tape shipments and bicycles, with lesser amounts of local and higher than average amounts of interconnected material. Western broadcasters used bicycles and tape shipments most frequently, with little use of interconnection and an almost average amount of material from their own facilities.

Third, retransmission of ITV programs picked up from the off-air signal of another broadcaster was a technique used almost exclusively by southern public television broadcasters.

Part B of Figure III.7 indicates that 86.4% of the ITV programs broadcast in 1976 were produced in color. This is a lower percentage of color broadcasting than the overall average for all PTV programs (94.3%). More important, though, is a comparison with similar data collected in April 1972 and 1974. In the 1972 survey, only 24% of the ITV programs were broadcast in color: in 1974 average percentage of ITV programs produced in color was 64.6%. Thus, there has been a dramatic increase in the amount of color ITV material.

Figure III.8 describes the use of ITV repeat programs. The total is greater than 100%, since programs could be repeated from earlier in the day, and/or earlier in the week, and/or prior to the week. It can be seen that 11.9% of the programs had been on the air earlier in the day, 30.6% were aired earlier in the week, and 30.6% of all ITV programs had been shown by the broadcaster in prior weeks (or even prior years). These figures are almost identical to those from 1974.

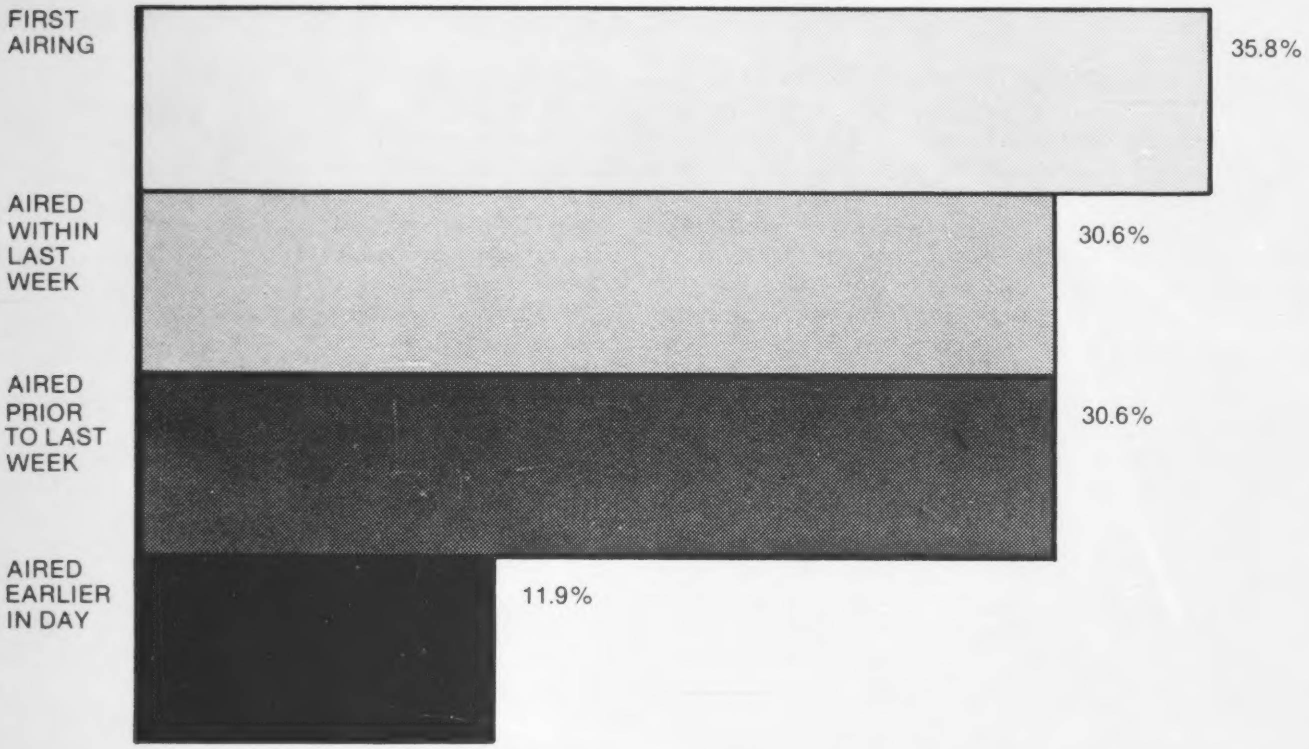
PRINT MATERIALS DISTRIBUTED FOR ITV PROGRAMS

Print materials were distributed for 83.1% of the ITV programs broadcast in 1976. The distribution was as follows:

Teacher materials distributed by broadcaster	46.0%
Teacher and student materials distributed by broadcaster	6.0%
Teacher materials distributed by other source	15.0%
Teacher and student materials distributed by other source	10.5%
Other and don't know	5.5%

Most of the print materials distributed with ITV programs are teacher guides. Materials for students are far less frequent. Broadcasters distributed materials for a smaller percentage of programs in 1976 than they did in 1974, while materials distributed by other sources were up slightly.

FIGURE III.8 PERCENTAGE OF ITV PROGRAMS BY USE OF REPEATS



ADULT, COLLEGE, AND JUNIOR COLLEGE PROGRAMS

The survey indicates an average annual total of 318 programs per broadcaster (4% of all programs, 14.5% of ITV programs) were at the adult, college, or junior college level.

Fifteen percent of these programs were teacher training; 12% were categorized as social science; and the remainder were fairly evenly spread over subject matter categories -- this includes 7% each of programs at this grade level defined as "professional training" and "vocational" (about 22 programs per broadcaster per year).

A higher proportion of programs at this level (40%) was produced at local facilities. Independent producers were responsible for 26%, and other PTV broadcasters produced 17% -- a lower proportion than for all ITV programs.

Air times for programs at this level were concentrated in weekdays: 35.5% of such programs were broadcast on weekdays between school and prime time ("after school" might be a more appropriate label), 32.2% were aired during school hours, 39.9% were aired in prime time, and 7.8% were aired after prime time, and 1.0% were aired in the early morning before school hours.

ITV WITHIN PROGRAMMING CATEGORIES

In the preceding portion of this report, ITV programming has been examined mainly in terms of the proportions and average annual amounts of phenomena among ITV material. A brief examination can also be made of instructional programming within certain categories:

- ITV represents 22.8% of the programs (14.1% of hours) produced by "other" PTV broadcasters.

- ITV represents 73.8% of the programs (58.9% of hours) produced by "independent or instructional TV Producers".

- ITV represents 53.3% of the programs (37.8% of hours) distributed by regional networks.

- ITV represents 42.4% of the programs (31.6% of hours) taken from tape from broadcasters' own facilities.

- ITV represents 16.6% of the programs (8.5% of hours) taken from direct interconnection.

- ITV represents 58.7% of programs (41.0 of hours) taken from videotape bicycles or other shipments.

- ITV represents 68.0% of the programs (43.4% of hours) broadcast that were produced in Black and White.

- ITV represents 42.4% of the local programs (31.6% of the hours) distributed by broadcaster.

- ITV represents 63.9% of the programs (45.8% of hours) broadcast during school hours.

CHAPTER IV

"SESAME STREET" AND "THE ELECTRIC COMPANY"*

The two children's programs from the Children's Television Workshop (CTW) including repeats accounted for 17.8% of all air time and 13.9% of all programs broadcast in 1976. Estimated annual averages were 564 hours per broadcaster of "Sesame Street" and 244 hours per broadcaster of "The Electric Company". For "Sesame Street", this represented a slight increase from 558 hours per broadcaster in 1974 and for "Electric Company", this represented a small decrease from 263 hours per broadcaster in 1974.

Basic characteristics of these two programs are familiar to most readers: the producer (CTW), distributor (PBS), format, and general nature of the two programs are well known. (There is debate over appropriate categories for the two programs: whether they belong with traditional ITV, to particular grade levels or minority viewers. These issues are avoided in this report; it presents data on the programs without applying labels.) Most of the important data on "Sesame Street" and "The Electric Company" collected by the program content survey is summarized by Figure IV.1; a brief commentary fills out this chapter.

There were no great differences in use of "Sesame Street" and "The Electric Company" across broadcaster categories. (See Figure IV.1.) Figures IV.2 and IV.3 indicate that broadcasters of "Sesame Street"/"The Electric Company" took place on weekdays after school (45.1%), during weekday school hours (34.2%), and weekend morning/daytime (12.7%). This is not surprising. The pattern follows the PBS feed of the programs. The two individual programs were examined by day of week and time of day. Patterns were very similar for both of them -- of course "Sesame Street" always represents twice as many hours. "Sesame Street" tended to be less concentrated in school hours and had a higher percentage of weekend use than "Electric Company". The following describes the distribution of percentage of programs for each series:

	Weekday School hrs.	Weekday after school	Weekend morning/ day
"Sesame Street"	31.3%	44.7%	14.1%
"The Electric Company"	40.9%	45.9%	9.6%

There is a great reliance on interconnection to transmit these two programs (61.8%). (See Figure IV.4.) They are regular daily series, and in most cases they are repeated daily. Thus, broadcasters try to avoid the substantial cost of taping and replaying. Nevertheless, more than 30% of the transmitted hours of "Sesame Street"/"The Electric Company" were taped by the broadcaster for replay at a different hour.

The survey data indicate that within a given day (including weekends) 29.9% of the programs shown once were shown again the same day and 38.0% were repeated within the next 7 days. It should be noted that these high repeat rates do not discount for days when broadcasters were off the air or summer days with lower repeat rates, and the fact that secondary schedules in some cities also repeated the two programs (see Appendix I).

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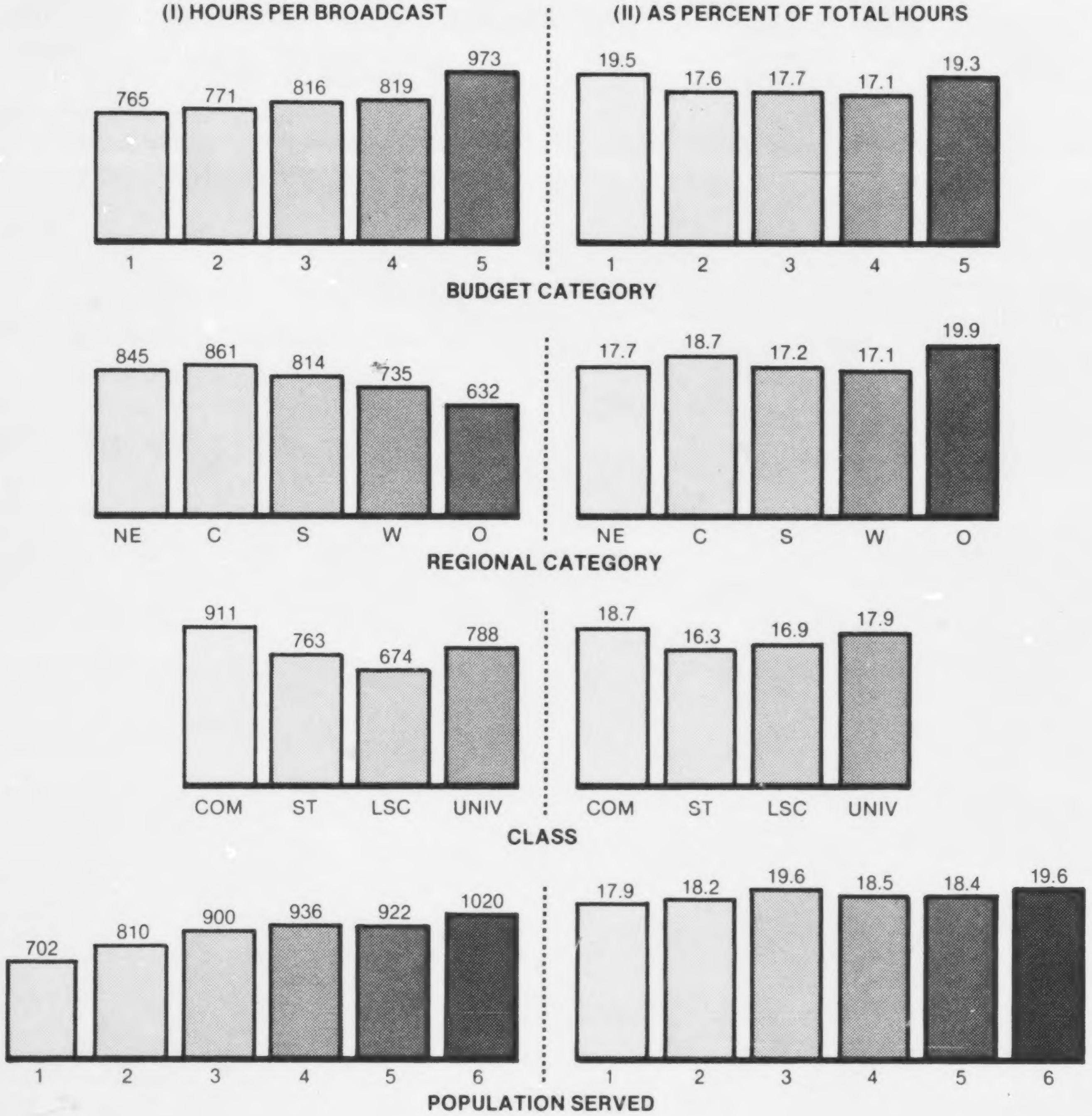
* "Electric Company" shown during school hours when school was in session is counted both as ITV and as "SS/EC". Analyses in this chapter include "Electric Company" episodes which are also included in analyses in Chapter III.

FIGURE IV.1 AVERAGE ANNUAL *"SESAME STREET"/"ELECTRIC COMPANY"* HOURS BY BROADCASTER CATEGORY



BUDGET CATEGORY

1 = UNDER $300,000
2 = $300,000 - 749,999
3 = $750,000 - 1,199,999
4 = $1,200,000 - 3,999,999
5 = $4,000,000 and over

REGIONAL CATEGORY

NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS

COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

POPULATION SERVED

1 = UNDER 150,000
2 = 150,000 - 349,999
3 = 350,000-599,999
4 = 600,000 -999,999
5 = 1,000,000-2,000,000
6 = OVER 2,000,000

FIGURE IV.2 PERCENTAGE OF *"SESAME STREET"/"ELECTRIC COMPANY"* HOURS BY DAYPART

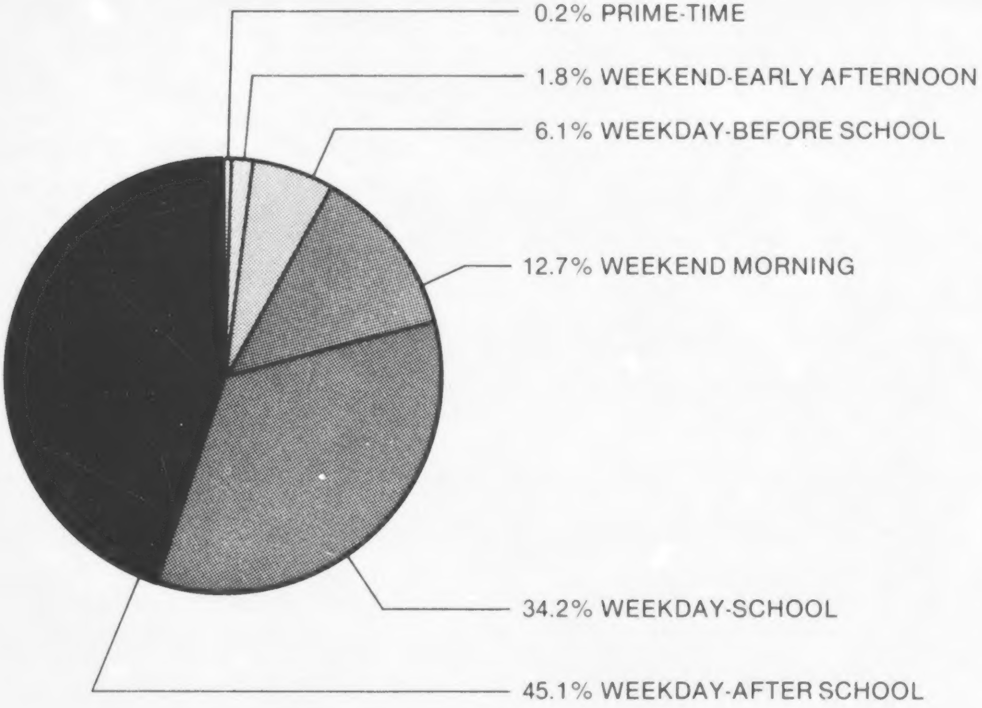
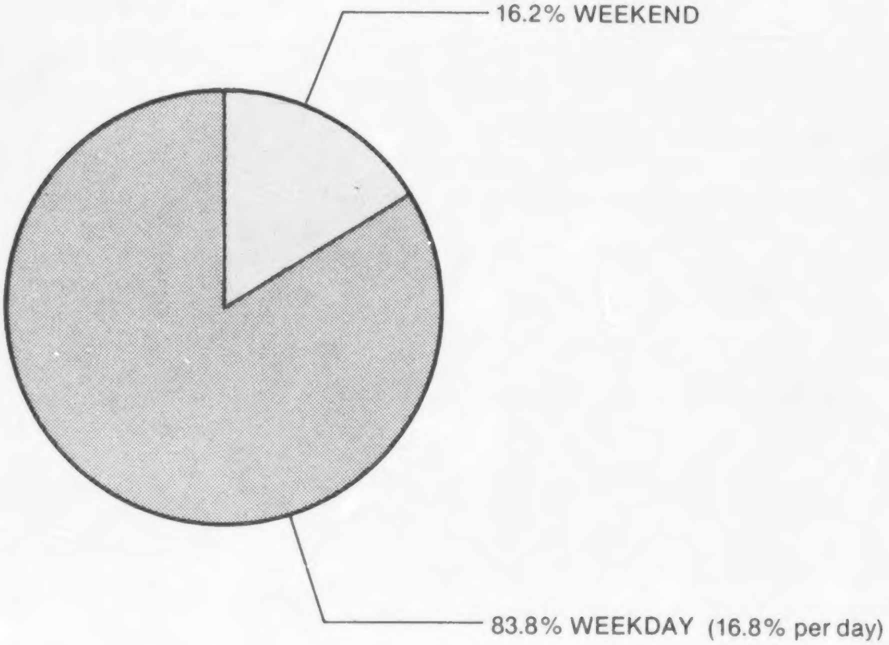


FIGURE IV.3 PERCENTAGE OF *"SESAME STREET"/"ELECTRIC COMPANY"* HOURS BY DAY OF WEEK AND TIME OF DAY

A. DAY OF WEEK



B. TIME OF DAY

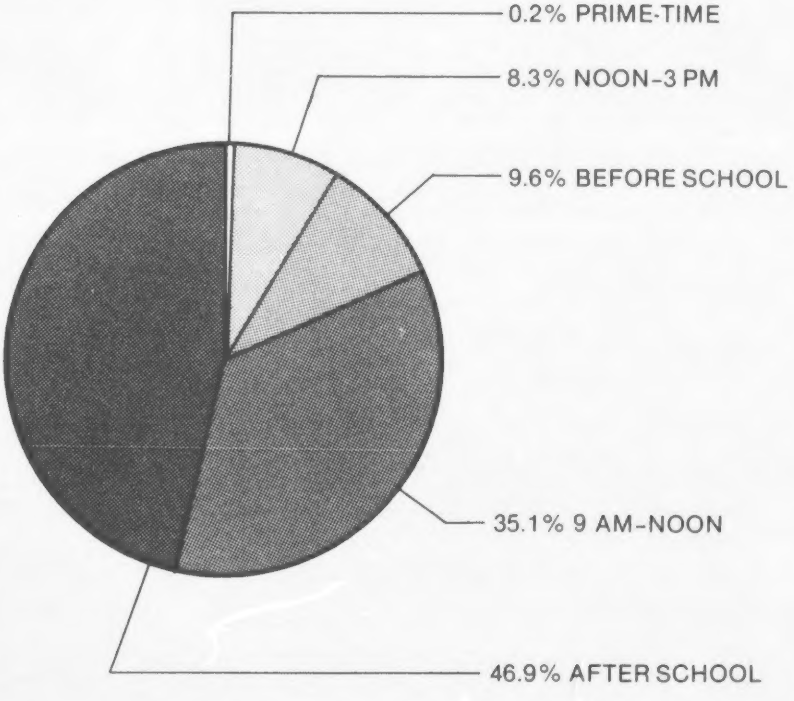


FIGURE IV.4 PERCENTAGE OF *"SESAME STREET"/"ELECTRIC COMPANY"* HOURS BY METHOD OF TRANSMISSION

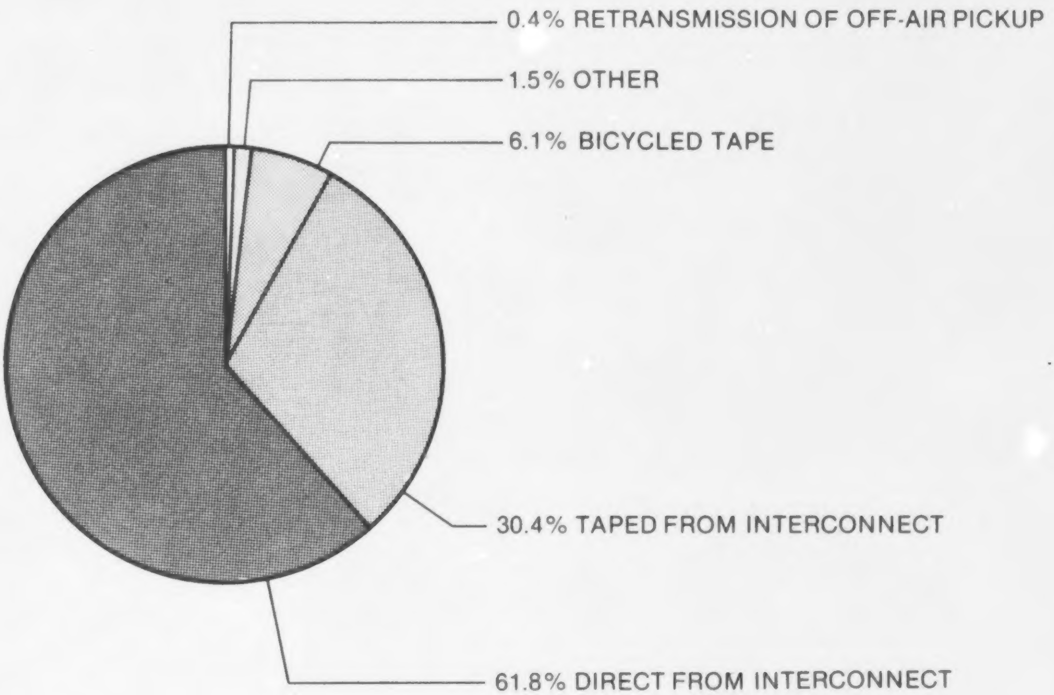


FIGURE IV.5 *"SESAME STREET"/"ELECTRIC COMPANY"* HOURS AS PERCENTAGE OF SELECTED PROGRAMMING SEGMENTS

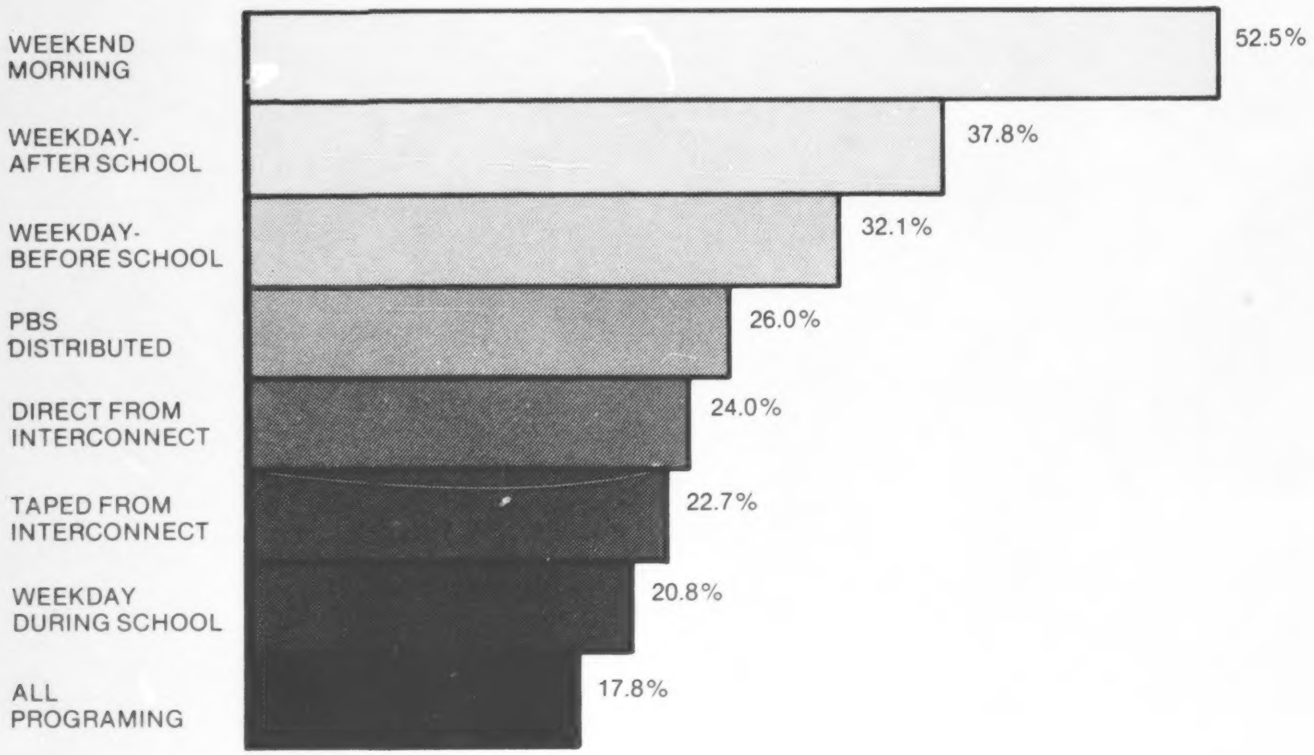


Figure IV.5 examines the two CTW programs in the context of several aspects of programming. They represent 26.0% of the hours distributed by PBS; 24.0% of the use of direct interconnection; 22.7% of the hours taped from interconnection for replay; 52.5% of weekend morning; 32.1% of weekday "before school" hours; 20.8% of the air time weekdays during school hours; and 37.8% of the hours broadcast after school on weekdays.

CHAPTER V

"GENERAL" AND NEWS/PUBLIC AFFAIRS PROGRAMS

When instructional programs and the two programs from CTW are removed from the analysis, all the remaining programs fall into the "General" and News/Public Affairs program types. In the first part of this chapter, the focus is on the combination of these types of programs (abbreviated "General + News"); the News/Public Affairs programs are treated as a separate group later in the chapter.

General + News programs represented 66.5% of all broadcast hours and 58.5% of all programs in PTV schedules during 1976. These proportions reflect annual averages of 3,018 hours and 4,444 programs. The average program length was 40 minutes. The figures reflect an increase of 633 hours (26.4%) and 914 programs (26.0%) since 1974.

DIFFERENCES BY BROADCASTER CATEGORY

Broadcasters with larger budgets scheduled more average annual hours of General + News material than broadcasters with lower budgets; and there are differences by region, class, and population served. However, Figure V.1 fairly clearly indicates that (with the exception of broadcasters in outlying regions, university licensees and broadcasters serving small populations), there are relatively small differences over broadcaster categories in the proportion of air time devoted to General + News content. Therefore, those broadcaster categories with a higher number of total annual hours also have a proportionately higher number of General + News hours.

TYPES OF GENERAL + NEWS PROGRAMS

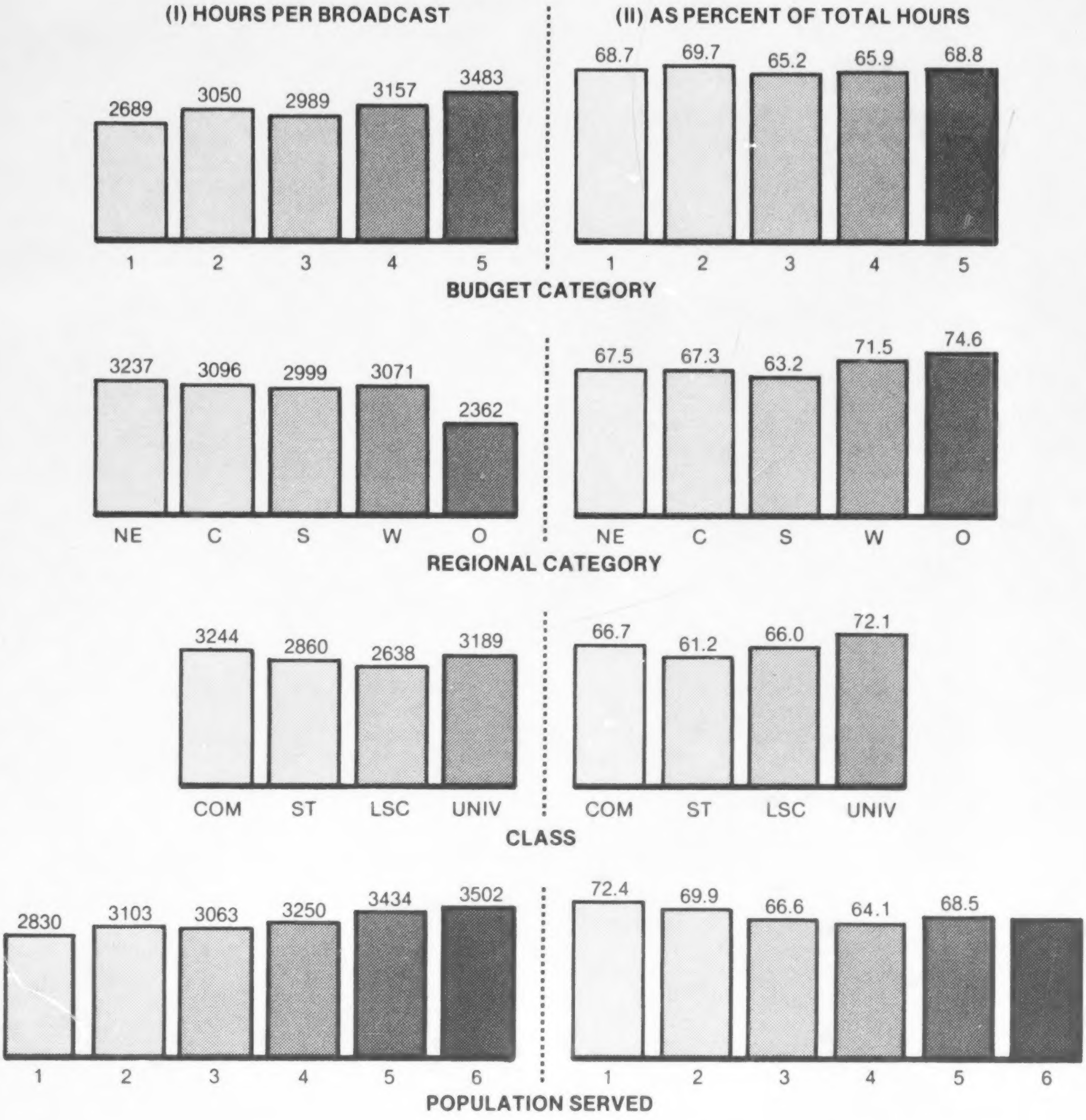
Table V.1 presents a detailed division of General + News hours and programs by different program types. For an initial analysis, these have been combined into five clusters of program types: News/Public Affairs (17.9% of all General + News hours), Information/ Skills (29.9%), Children's (15.1%), Cultural (31.4%), and other General (5.7%). These clusters are scheduled differently -- the differences are detailed in Tables II.10 and II.11 and are described in Chapter II.

Within the annual average of 903.5 hours of Information/Skills material, four types of programs were counted. History/Biography programs accounted for an average of 212.8 annual hours (of which "Adams Chronicles" accounted for at least 49.5 hours per broadcaster) -- 4.7% of all air time. General information programs included an average of 328.4 hours per broadcaster -- 7.2% of all air time. Skills/How-To-Do-It programs totaled 260.4 hours per broadcaster (almost double the 1974 average) -- 5.7% of all air time. "Lilias, Yoga and You" accounted for at least 90.6 hours of the Skills/ How-to total. Science programs totaled 101.9 hours per broadcaster -- 213% of all air time. "Nova" accounted for 76.3 hours of the Science total.

Children's General programming totaled 455.0 annual hours per broadcaster -- 10.0% of all air time. This category included "Mister Rogers' Neighborhood", "ZOOM!", "Villa Alegre" (except when used as ITV), "Carrascolendas", and "Hodgepodge Lodge", among others. In fact, these five programs accounted for 79% of the Children's General hours.

The 948.5 average annual hours of Cultural programs included six program types. Most of these programs were either Drama (308.9 hours, 6.8% of all air time), or Music or Dance performance (352.0 hours, 7.7% of all air time). Other fairly frequent types were Culture/Art Reviews programming (111.7 hours, 2.5% of all air time) and feature films (122.8 hours, 2.7% of all air time). Variety programs and comedy/satire programs were marginally represented.

FIGURE V.1 AVERAGE ANNUAL *GENERAL* + *NEWS* HOURS BY BROADCASTER CATEGORY



BUDGET CATEGORY

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REGIONAL CATEGORY

NE = NORTHEAST
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S = SOUTH
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CLASS

COM = COMMUNITY
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POPULATION SERVED

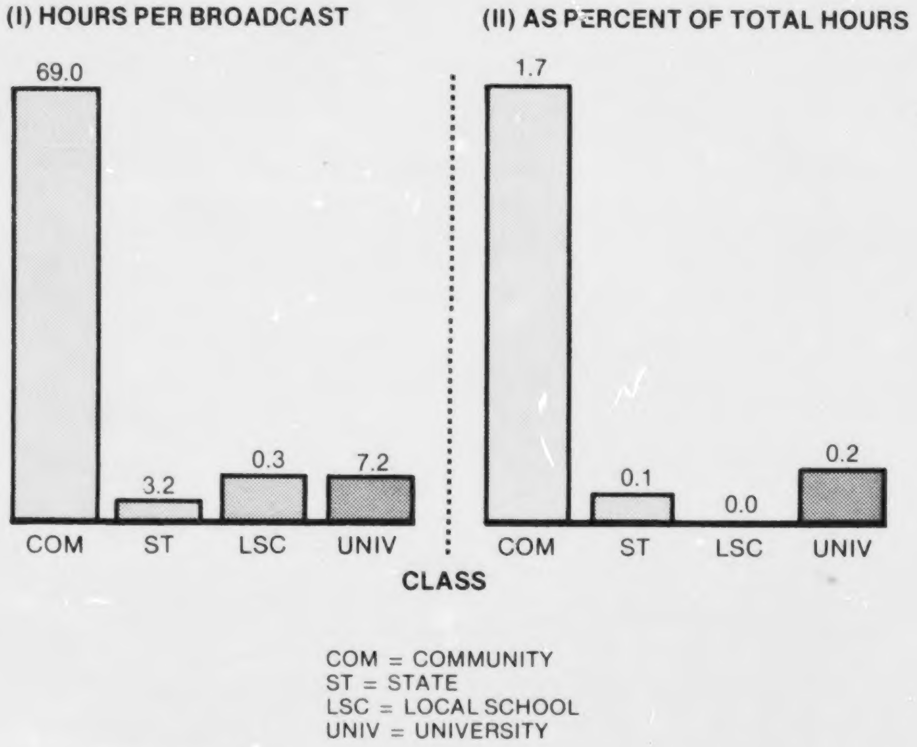
1 = UNDER 150,000
2 = 150,000 - 349,999
3 = 350,000-599,999
4 = 600,000 -999,999
5 = 1,000,000-2,000,000
6 = OVER 2,000,000

TABLE V.1

Types of "General + News" Hours and Programs: Average Annual Totals and Percentages per Broadcaster

	HOURS			PROGRAMS		
Program Type	Annual Average	% of All General + News	% of All Programming	Annual Average	% of All General + News	% of All Programming
News/Public Affairs	(539.9)	(17.9%)	(11.9%)	(895.2)	(20.1%)	(11.8%)
Information/Skills	(903.5)	(29.9%)	(19.9%)	(1502.4)	(33.8%)	(19.8%)
History/Biography	212.8	7.1%	4.7%	278.9	6.3%	3.7%
General Information	328.4	10.9%	7.2%	584.2	13.1%	7.7%
Science	101.9	3.4%	2.3%	117.5	2.6%	1.6%
Skills/How-to	260.4	8.6%	5.7%	522.9	11.8%	6.9%
Children's	(455.0)	(15.1%)	(10.0%)	(904.3)	(20.3%)	(11.9%)
Cultural	(948.5)	(31.4%)	(20.9%)	(975.3)	(21.9%)	(12.8%)
Culture/Art/Reviews	111.7	3.7%	2.5%	181.6	4.1%	2.4%
Music/Dance/Performance	352.0	11.7%	7.7%	342.3	7.7%	4.5%
Drama	308.9	10.2%	6.8%	284.8	6.4%	3.8%
Feature Film	122.8	4.1%	2.7%	82.6	1.9%	1.1%
Comedy/Satire	36.2	1.2%	0.8%	61.7	1.4%	0.8%
Variety	17.3	0.6%	0.4%	22.7	0.5%	0.3%
Other General	(170.6)	(5.7%)	(3.8%)	(167.0)	(3.8%)	(2.2%)
Sports	97.0	3.2%	2.1%	67.6	1.5%	0.9%
Station Promotion/Auction	24.7	0.8%	0.6%	12.9	0.3%	0.2%
Other	48.9	1.6%	1.1%	86.5	1.9%	1.1%
TOTAL	3018.0	100.0	66.5	4444.0	100.0	58.5

FIGURE V.2 AVERAGE ANNUAL STATION PROMOTION/AUCTION/FUND RAISING HOURS BY BROADCASTER CLASS



Among the "other general" programming on the air, the most frequent category was Sports (97.0 hours, 2.1% of all air time), which was concentrated in weekend daytime and early evening hours.

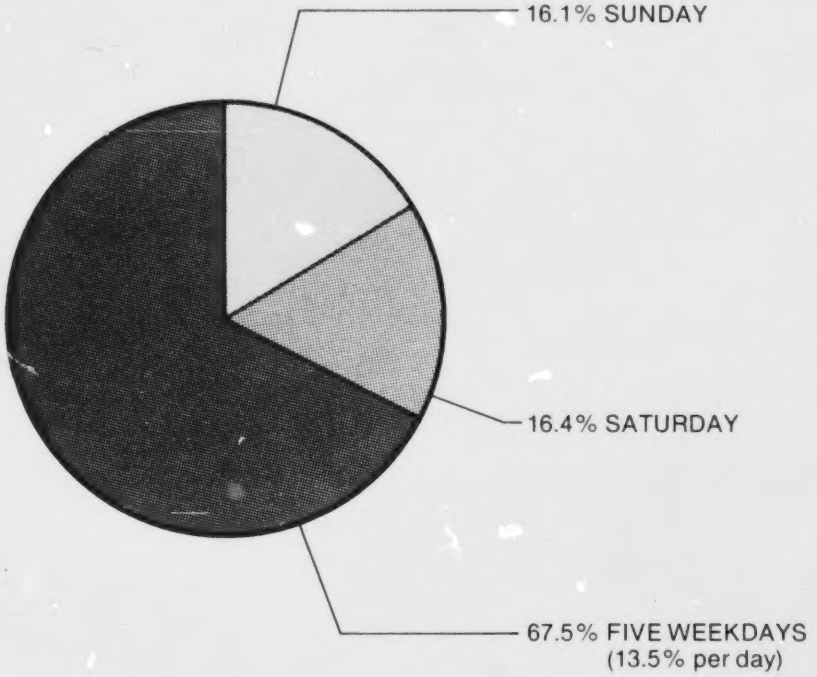
Fund-raising activities took an average of only 0.6% of all air time, when averaged over all schedules. But this amount is deceptive, as Figure V.2 clearly shows. Community broadcasters averaged almost 69 hours per year of fund-raising programming -- auctions, pledge appeals, etc. -- over the year. (Pledge appeals shorter than five munutes were not counted.) It should also be noted that university broadcasters averaged more of this type of programming than the other two broadcaster classes -- state and school. Several broadcasters licensed to universities have begun to actively solicit station support from their local communities, and these appeals have begun to appear in the totals.

DAY AND TIME OF GENERAL + NEWS PROGRAMMING

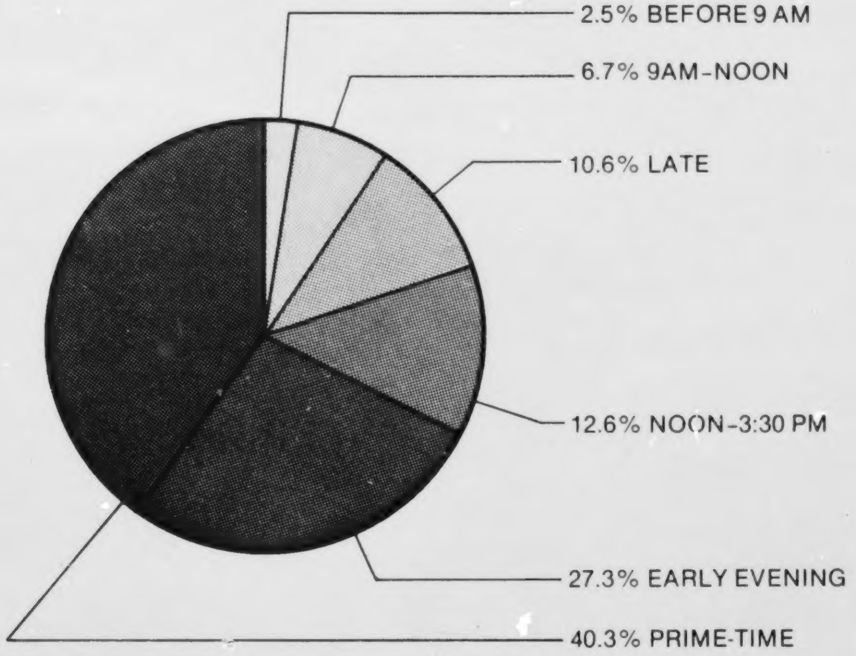
Basic details about the day and time of day during which General + News programs were broadcast are presented in Figure V.3. A slightly higher than average proportion of hours were broadcast on Saturdays and Sundays. Just over 40% of all material of this type was broadcast during prime time, and another 10.6% was broadcast after prime time.

FIGURE V.3 PERCENTAGE OF *GENERAL* + *NEWS* HOURS BY DAY OF WEEK AND TIME OF DAY

A. DAY OF WEEK



B. TIME OF DAY



Over the course of the year there were changes in the weekly hours of the types of General + News programs:

	1/1 - 6/5	6/6 - 9/17	9/18 - 12/30
News/Public Affairs	11.5 hours/week	9.8	9.3
Information/Skills	18.0	18.6	15.2
Children's	8.7	9.1	8.5
Cultural	16.5	18.8	20.3

The fall schedules contained fewer hours per week of News/Public Affairs than the schedules in the previous winter and spring. There were fewer hours of Information/skills in the fall and more hours of Cultural programming.

Production, Distribution, and Transmission of General + News Hours

Figure V.4 and Tables V.2 and V.3 show that production by "major" PTV organizations accounted for 30.0% of General + News hours; just over one third (34.0%) of all the General and News hours broadcast had been produced by "other" PTV organizations; local production accounted for another 10.1% of the hours of this type; and foreign made programs or international co-productions accounted for another 10.8% of air time of this type. (It should be noted that both "Masterpiece Theatre" and "Nova" were included in this category and represented 56% of the total.)

As Figure V.5 shows, nearly three-quarters of all General + News hours were distributed by PBS. Once again, regional networks were responsible for the distribution of a meaningful proportion of all hours of this type (5.7%).

There was again significant variation by region.

	Regional Network	Broadcaster's Facilities	PBS
Northeast	10.8%	10.2%	68.0%
South	5.4%	12.2%	72.6%
Central	5.2%	8.2%	78.2%
West	2.0%	9.3%	81.0%
Outlying	0%	13.1%	74.6%

Northeastern broadcasters made much greater use of regional network facilities than broadcasters in other regions. They also had the lowest proportion of General + News material from PBS. (Note that the definition of distributor assigned a program to PBS even if a regional network held it and re-transmitted it at another time.) Central and western broadcasters used PBS for the highest proportion of their air time.

Figure V.6 shows that 47.2% of all General + News hours were transmitted direct from interconnection; 26.0% were taped from interconnection for later replay; 13.0% were bicycled or shipped videotape; and 10.4% of the transmitted hours represented material locally available.

FIGURE V.4 PERCENTAGE OF *GENERAL* + *NEWS* HOURS BY PRODUCER

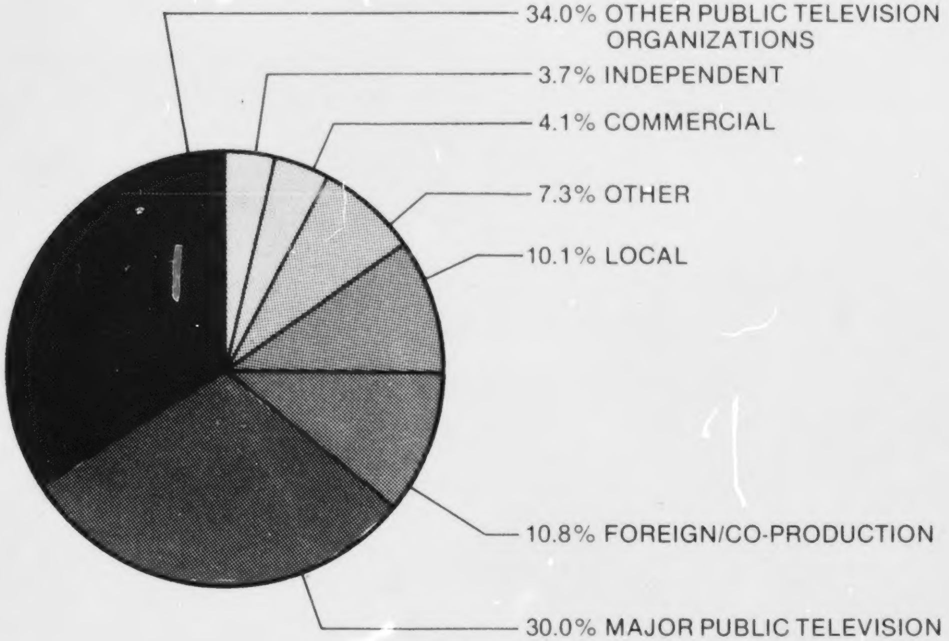


FIGURE V.5 PERCENTAGE OF *GENERAL* + *NEWS* HOURS BY DISTRIBUTION

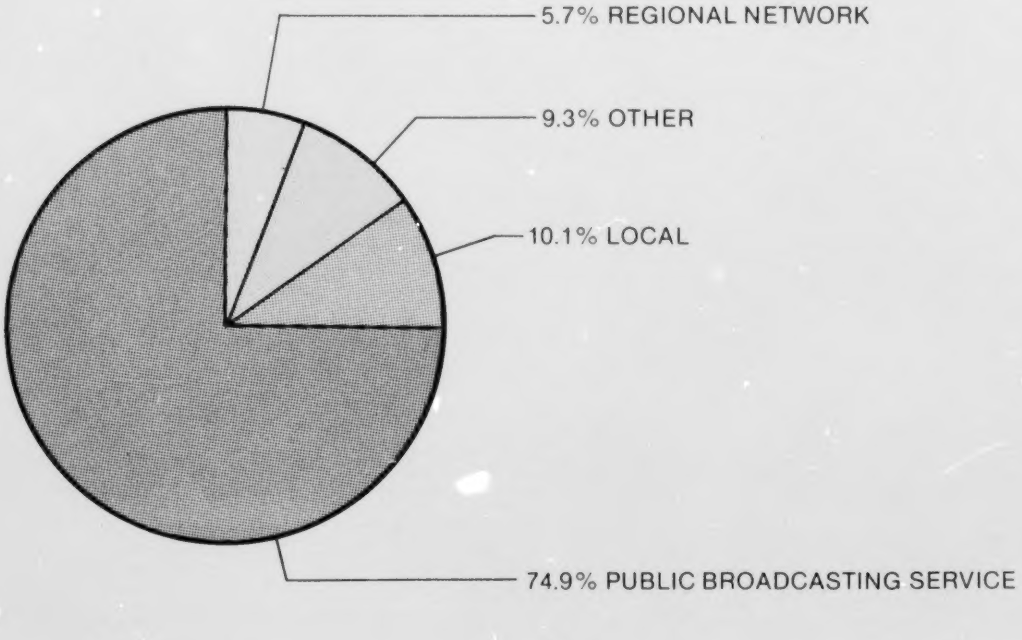


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TABLE V.2

Annual Average "General + News" Hours and Programs per Broadcaster by A) Producing Source and B) Source of Distribution

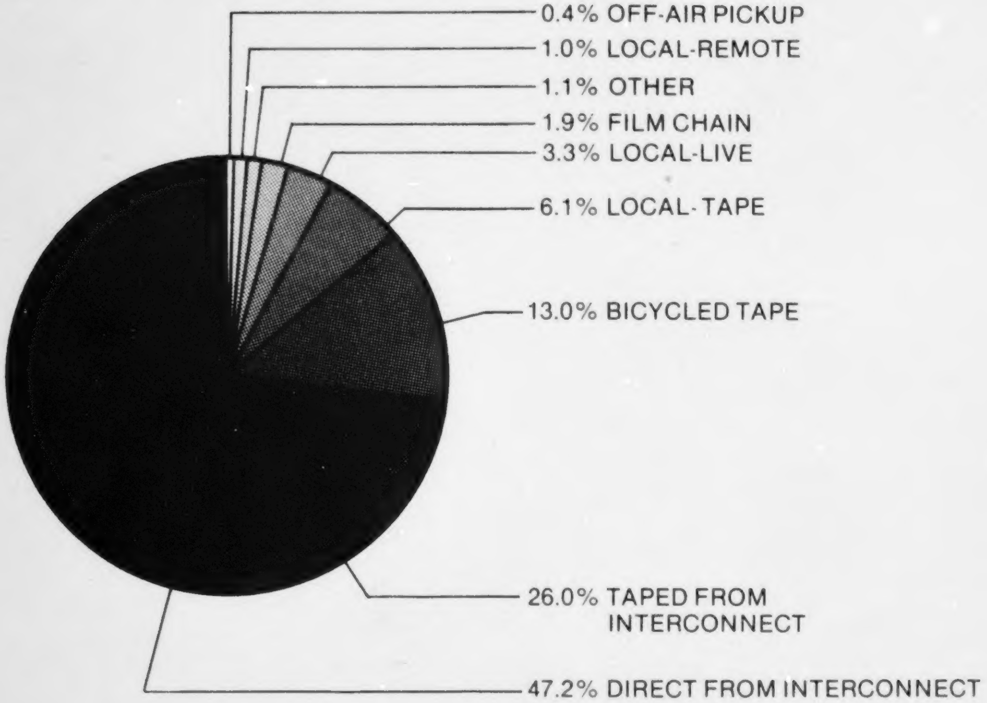
	HOURS		PROGRAMS	
	Annual Average	% of Total	Annual Average	% of Total
A) Producing Source				
Local	303.2	10.1	498.5	11.3
Foreign-Co-production	321.8	10.8	354.5	8.0
Major PTV Organization	895.2	30.0	1147.3	26.0
Other PTV Organization	1015.4	34.0	1808.7	41.0
Independent	111.6	3.7	164.2	3.7
Commercial U.S.	123.1	4.1	190.7	4.3
Other	218.1	7.3	246.1	5.6
B) Source of Distribution				
Local	305.1	10.1	501.6	11.3
Exchange with other PTV Organization	33.0	1.1	61.0	1.4
Regional/State Network	173.2	5.7	294.9	6.6
PBS	2262.1	74.9	3212.3	72.2
PTL	17.6	0.6	27.5	0.6
AIT-NIT	5.2	0.2	15.3	0.3
GPNITL	5.7	0.2	12.9	0.3
Other Instructional Supplier	37.4	1.2	76.7	1.7
Other	180.7	6.0	248.9	5.6

TABLE V.3

Annual Average "General + News" Hours and Programs Per Broadcaster by
A) Method of Transmission, B) Color Production, and C) Use of Repeat Programs

	HOURS		PROGRAMS	
	Annual Average	% of Total	Annual Average	% of Total
A) Method				
Local - Live	100.3	3.3	130.7	2.9
Local - Tape	185.4	6.1	366.7	8.2
Local - Remote	29.3	1.0	20.6	0.5
Direct Interconnect	1431.0	47.2	2015.8	44.9
Taped Interconnect	789.1	26.0	1187.3	26.5
Bicycled Tape	394.1	13.0	614.9	13.7
Film Chain	57.9	1.9	82.6	1.8
Off-Air Pickup	11.9	0.4	18.5	0.4
Other	34.2	1.1	50.2	1.1
B) Color				
Black & White	127.6	4.2	138.0	3.1
Color	2908.8	95.8	4349.3	96.9
C) Repeat				
First Airing	1916.2	62.8	2744.8	60.8
Earlier in Day	110.9	3.6	217.5	4.8
Earlier in Week	618.6	20.3	933.9	20.7
Prior to Week	450.5	14.8	694.0	15.4

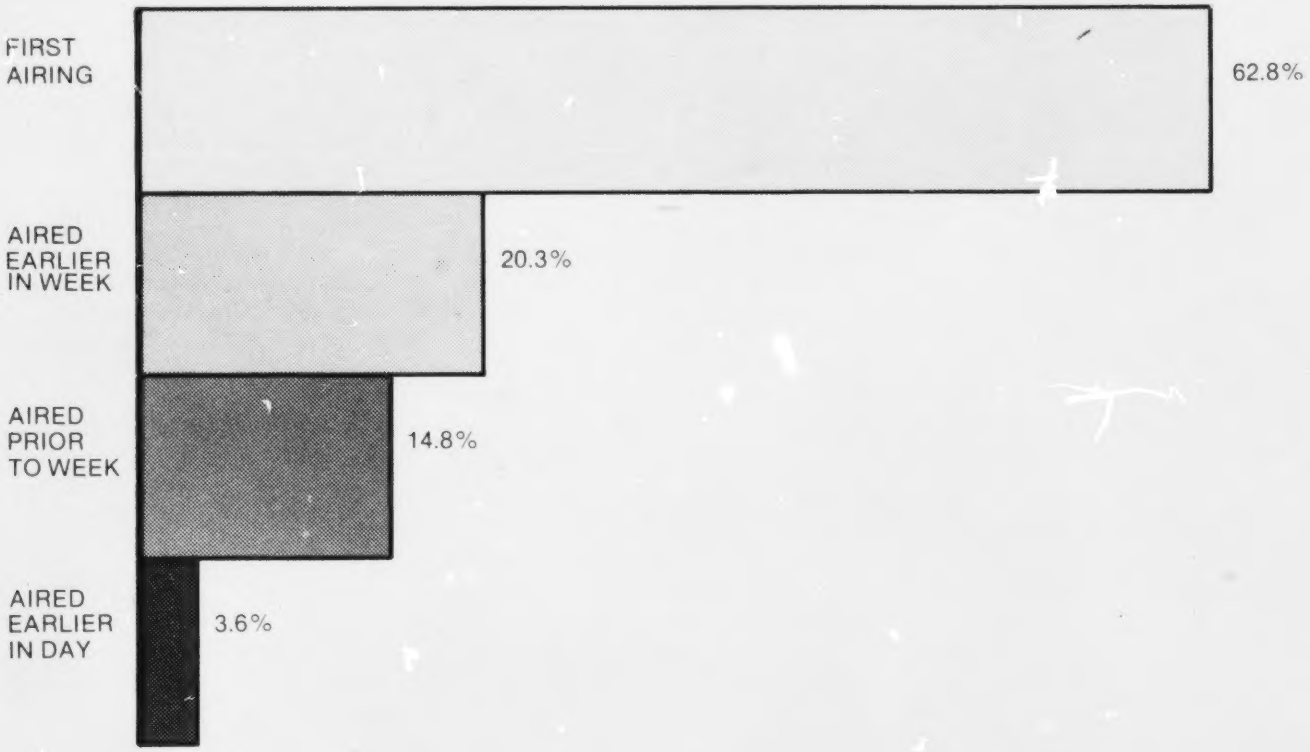
FIGURE V.6 PERCENTAGE OF *GENERAL* + *NEWS* HOURS BY METHOD OF TRANSMISSION



Regional differences are again of interest:

	Local live or remote	Local taped	Direct intercon.	Taped intercon.	Bicycled
Northeast	3.9%	7.2%	49.1%	22.9%	13.1%
South	4.9%	7.2%	47.4%	27.1%	11.1%
Central	4.0%	4.3%	52.0%	26.0%	9.8%
West	4.1%	5.7%	47.4%	32.4%	7.4%
Outlying	5.2%	7.7%	1.8%	3.9%	73.8%

FIGURE V.7 PERCENTAGE OF *GENERAL* + *NEWS* HOURS BY USE OF REPEATS



Outlying and Southern broadcasters provided the highest proportion of local material while central broadcasters were the most frequent users of direct interconnection. The high proportion of direct use of interconnection is balanced by a relatively low frequency use of bicycled tapes. Broadcasters in the western states used direct interconnection least frequently, and were most likely to tape from interconnection for later replay.

An important point is that the patterns of distribution and transmission by region of the country are quite similar for both General + News programming and ITV programming. The northeastern broadcasters made use of their regional network interconnection for both types of material.

General + News programs were not played more than one time a day with significant frequency. Repeats within a given week were more frequent; 20.3% of the hours of this type had been aired in the previous week (See figure V.7). Broadcasts of material produced in color included 95.8% of all the General + News hours broadcast in 1976.

NEWS/PUBLIC AFFAIRS CONTENT

Different broadcaster categories were responsible for different amounts of News/Public Affairs programming over the course of the year (see Figure V.8). Those in the highest budget category presented more annual hours of News/Public Affairs than those with lower budgets; but the pattern for percentage of air time is opposite--the lowest budget broadcasters devoted the greatest percentage of their time to News/Public Affairs because low budget broadcasters have lower total air time. Analysis by region shows that northeastern broadcasters devoted the greatest average number of annual hours, while broadcasters in the Northeastern, Western, and Central states had the highest proportion.

Community broadcasters transmitted the highest annual average hours of News/Public Affairs, more than 90 minutes per day over the year; however, university broadcasters devoted the greatest percentage of their air time to such material. Broadcasters serving areas with a population of 150,000 - 349,000 provided the most News/Public Affairs material, and also provided the highest proportion.

Figure V.9 shows that News/Public Affairs program hours were unevenly distributed over the days of the week. Friday and Monday were more frequently used, while Saturday and Wednesday were less frequently used. Figure V.9 indicates that 46.7% of all News/Public Affairs hours were broadcast during prime time, with another 23.2% broadcast in early evening, and 21.5% after prime time.

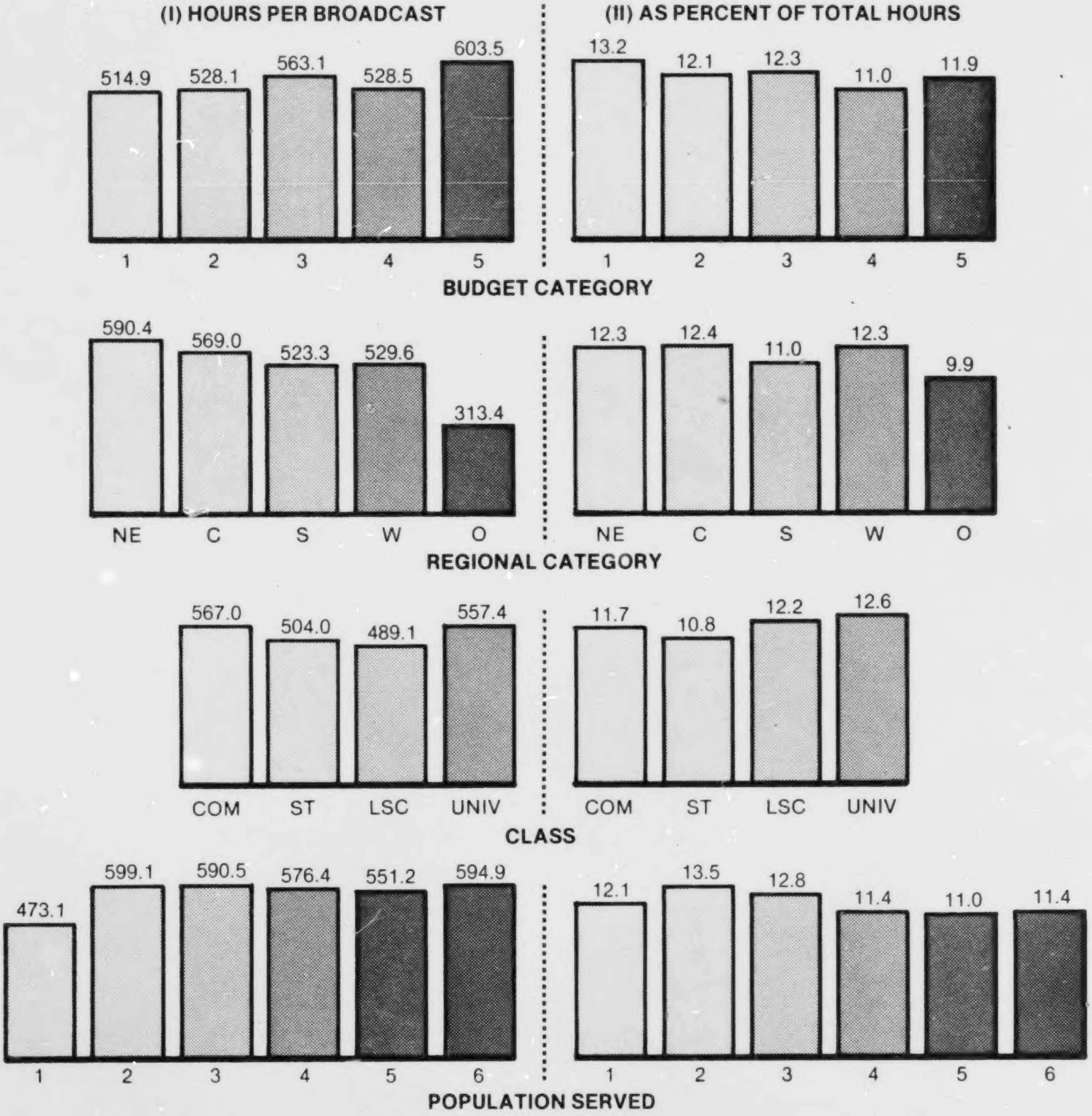
Two specific items in the survey investigated the scope and the format of News/Public Affairs programs. The results are summarized in Figure V.10. Categories indicating that program content covered more than one area were frequent. By combining some of the categories, a clearer examination can be made. For example, the scope of 13.9% of the News/Public Affairs hours included coverage of local, State, or Regional Matters; 74.5% of the hours included coverage of national events; and 58.7% of the hours included coverage of international affairs.

Section B of Figure V.10 describes the proportions of News/Public Affairs hours in various formats. The most frequent format is the Report/Discussion/Analysis series (30.3%), followed by General News series (24.0%) and Interview series (20.0%). These formats tend to be relatively inexpensive in-studio productions. Coverage of political or governmental bodies, press conferences, speeches, and other events represent 7.4% of News/Public Affairs hours. Magazine or Documentary series and special News/Public Affairs reports are formats that require more difficult production; and they represent 14.3% of News/Public Affairs hours.

Production of News/Public Affairs hours was frequently local (20.2%); however, 39.1% came from major PTV producers and 22.8% came from "other" PTV producers. See Figure V.11. Distribution of the non-local hours was mainly from PBS (71.8% of all News/Public Affairs). See Figure V.12 Regional networks accounted for 4.8% of the differences: Northeastern broadcasters got 9.1% of this type of programming from regional and intrastate sources. More than half of all News/Public Affairs hours were transmitted direct from interconnect. See Figure V.13. (The proportion was 60.6% in the Northeastern states.). Local facilities, including 12.3% live or remote, provided more material; tape from interconnect and bicycles accounted for 14.1% of News/Public Affairs hours.

Broadcasts of material produced in color accounted for 97.5% of all News/Public Affairs programming, not a significant difference from the average for all General and News hours. News/Public Affairs programs were least likely to be repeated: 84.2% of all News/Public Affairs hours were on the air for the first time; only 2.8% had been aired earlier in the same day; and 11.3% were repeats from earlier in the week. The major role of News/Public Affairs programs among all local material is considered in Chapter VII.

FIGURE V.8 AVERAGE ANNUAL *NEWS/PUBLIC AFFAIRS* HOURS BY BROADCASTER CATEGORY



BUDGET CATEGORY

1 = UNDER $300,000
2 = $300,000 - 749,999
3 = $750,000 - 1,199,999
4 = $1,200,000 - 3,999,999
5 = $4,000,000 and over

REGIONAL CATEGORY

NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS

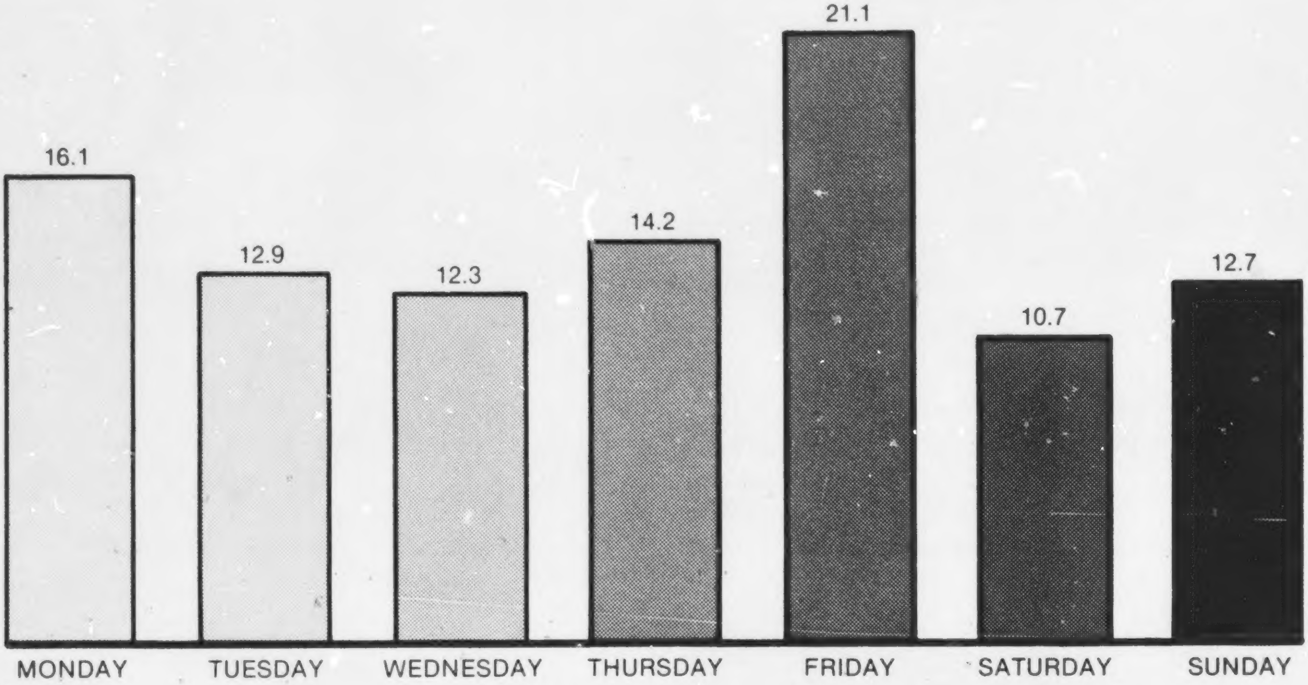
COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

POPULATION SERVED

1 = UNDER 150,000
2 = 150,000 - 349,999
3 = 350,000-599,999
4 = 600,000 -999,999
5 = 1,000,000-2,000,000
6 = OVER 2,000,000

FIGURE V.9 PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY DAY OF WEEK AND TIME OF DAY

A. DAY OF WEEK



B. TIME OF DAY

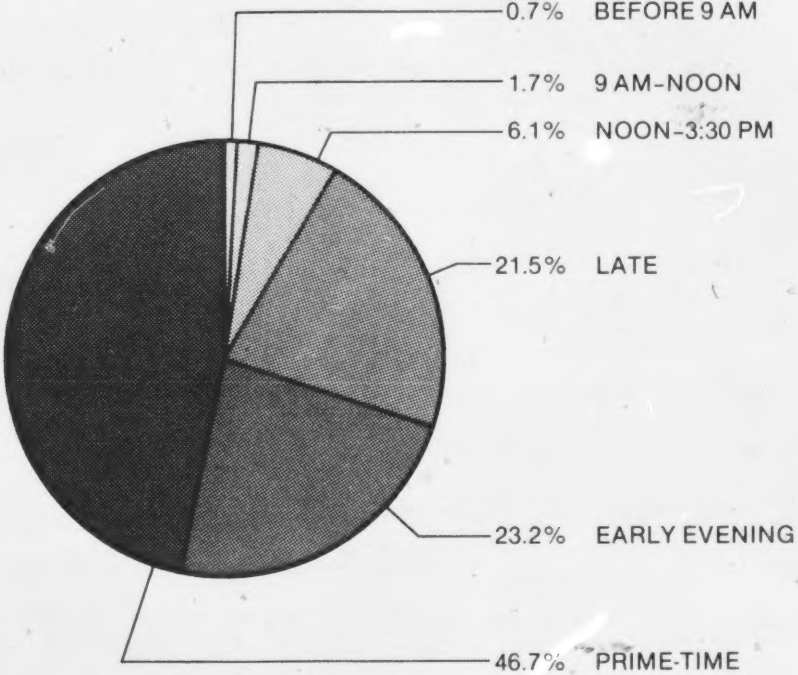
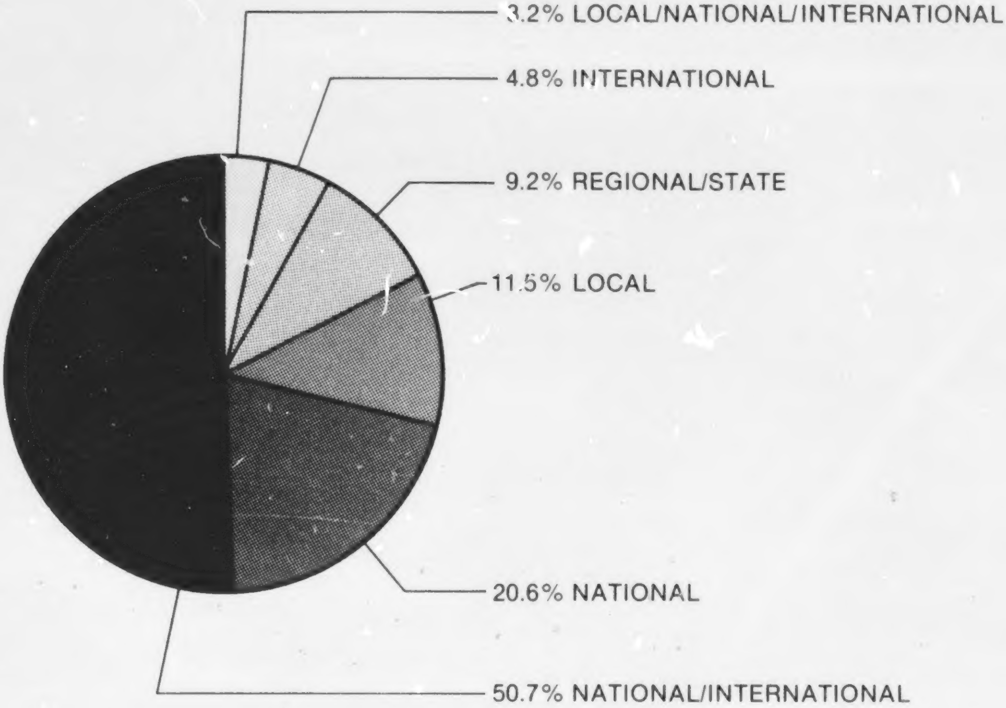


FIGURE V.10 PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY (A) SCOPE OF CONTENT AND (B) PROGRAM FORMAT

A. SCOPE



B. FORMAT

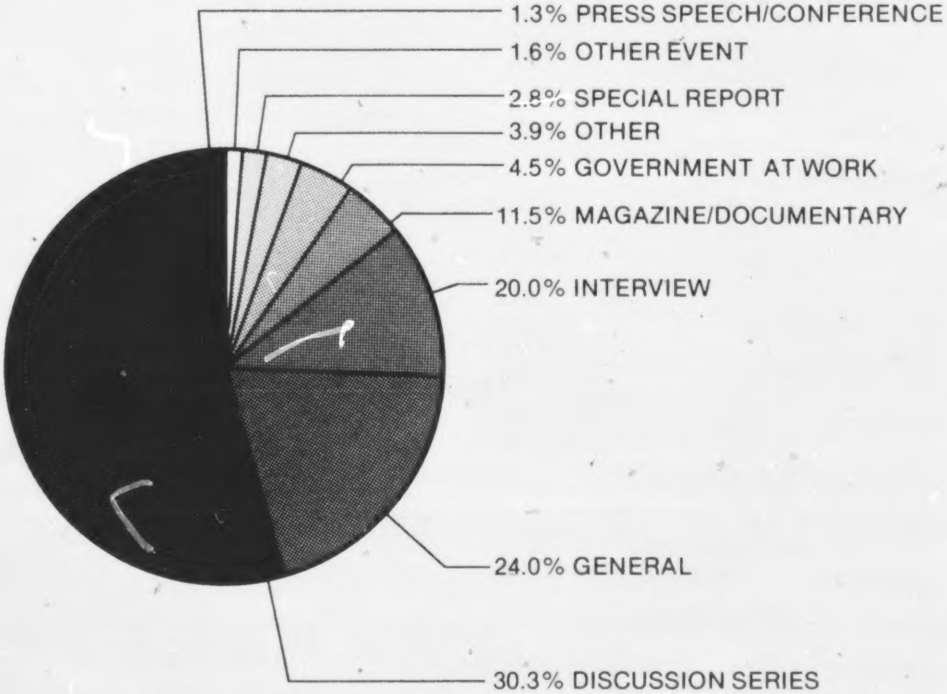


FIGURE V.11 PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY PRODUCER

A. PRODUCER

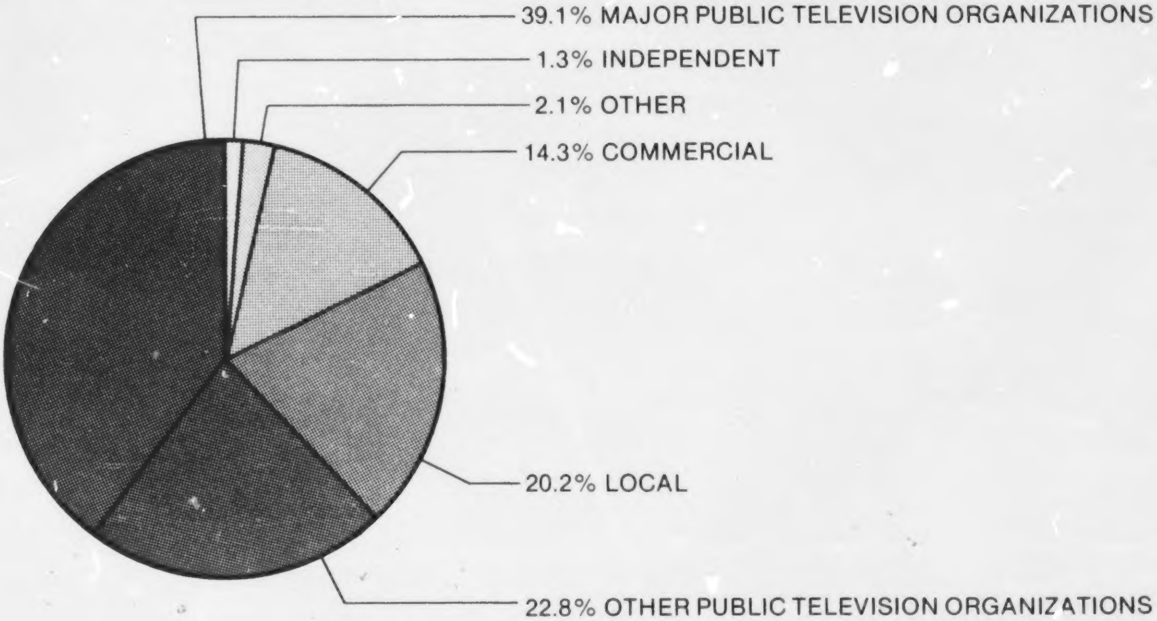


FIGURE V.12 PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY DISTRIBUTION

B. DISTRIBUTOR

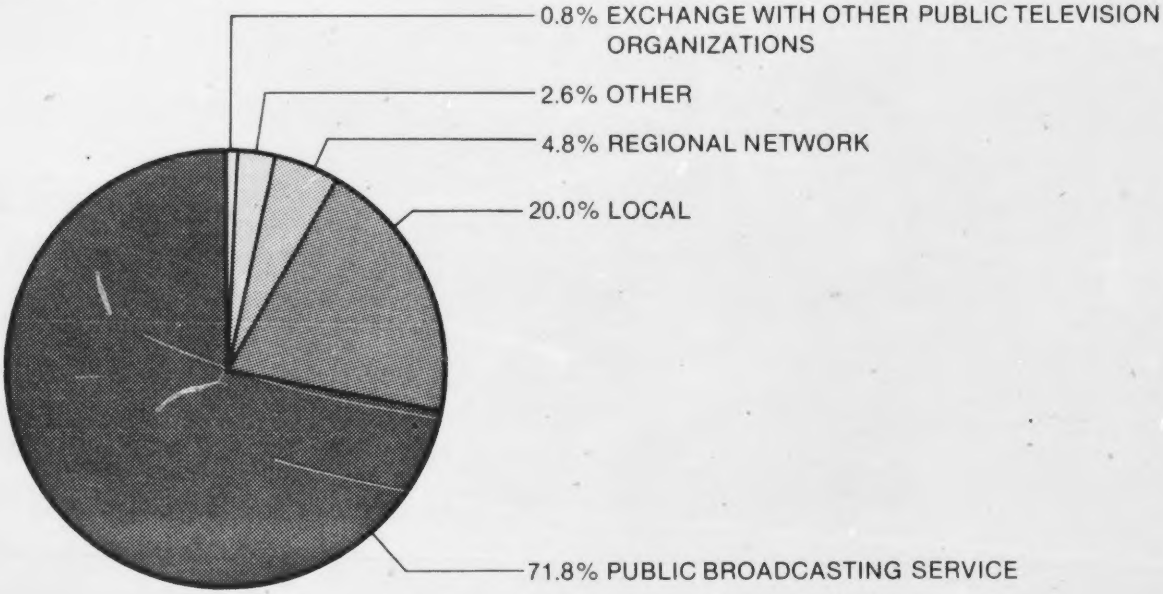
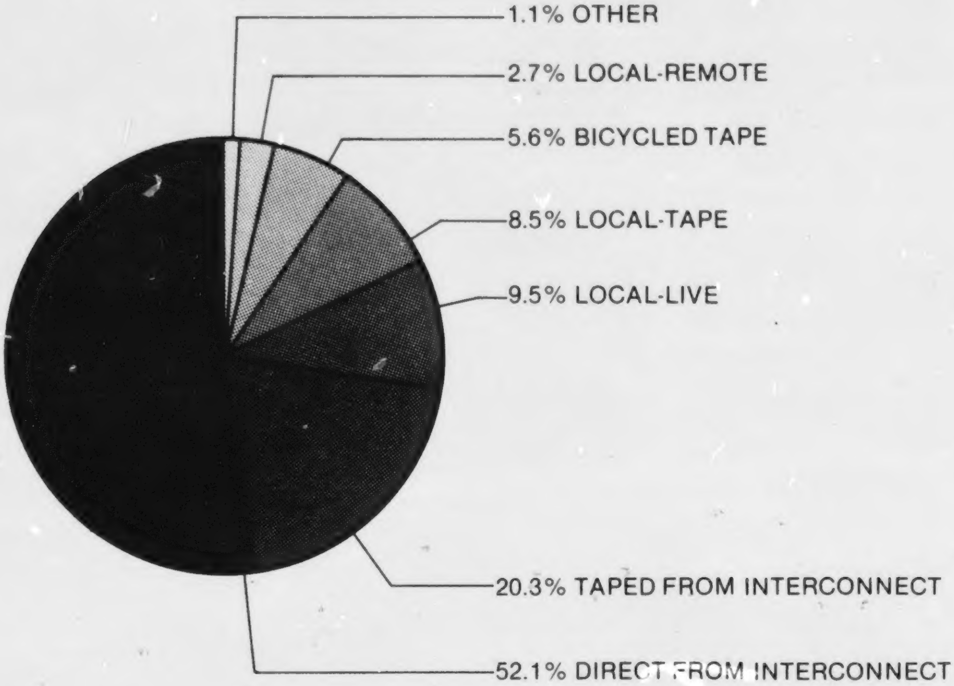


FIGURE V.13 PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY METHOD OF TRANSMISSION



CHAPTER VI

SPECIAL OR TARGET AUDIENCE PROGRAMS

An analysis of programming for special or target audiences is a matter of central importance for public television; yet, it is one of the most difficult areas in which to obtain valid and useful data. What is a "target" or "special" audience? When is a program "intended" for a particular group? Some target groups easily described are: women, ethnic minorities, the elderly, people with impaired hearing. There is usually a consensus about whether or not a program is mainly for one of these groups. But are Wall Street investors a target group, or hunters, or cooks, or lovers of Shakespeare? "Black Perspective on the News" is clearly a program for the black community, but is "The French Chef" for women? The survey design allowed most nationally distributed programs to be pre-coded. However, there was no control on the way in which respondents classified local programs or acquisitions. Thus, the survey results reflect a composite of the opinions of respondents.

The average annual totals of "target or special" programming per broadcaster were 294 hours and 573 programs in 1976. This represented 9.6% of hours and 12.6% of the programs in the "General and News" category and 6.5% of all hours and 7.5% of all programs. The average length of a program for "target or special" audiences was 51.4 minutes. The amount of "target or special" programming was up from 1974 average, but the proportion of this programming compared to "General and News" and all programming was down.

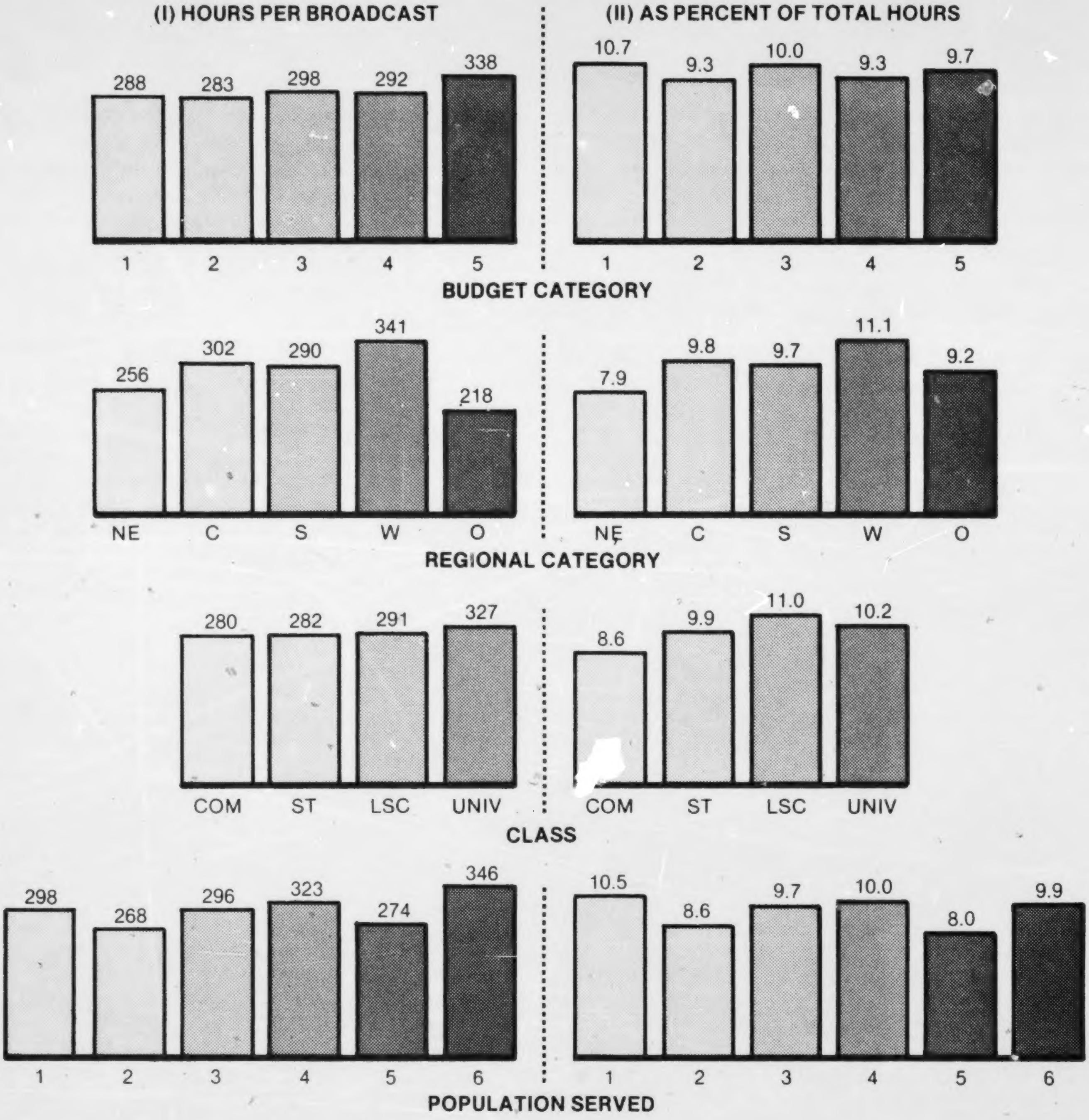
Figure VI.1 describes the distribution of special and target programming by broadcaster category. It seems that broadcasters with the largest budgets, those in Western states, university licensees, and those serving the largest populations provided the most material for target groups. However, there are no pronounced patterns. With the exception of the biggest budget broadcasters, a very similar amount of target material is provided by broadcasters in all other budget categories (338 hours per year for the largest budgets and between 283 and 298 hours for all others). A very similar phenomenon exists for categories of "population served": those broadcasters serving the largest populations average 346 hours per year while all other "population served" categories range from about 270 hours to 320 hours.

Eight specific national series had a major impact on the total amount of material intended for target audiences. Of 46.0 hours intended for women, 25.0 hours per broadcaster represented the series "Woman." Two programs -- "Black Journal" and "Black Perspective on the News" -- accounted for 29.2 hours of a total of 44.1 hours intended for black viewers. "Villa Alegre" and "Carrascolendas" -- programs aimed at children in the Hispanic community -- were responsible for 64.5 hours of 73.7 hours for Hispanic viewers. (In addition, there were 8.9 hours of "Villa Alegre" used as ITV which may be added to the above figure to arrive at a total amount of programming that could be used, though not necessarily "intended for" Hispanic viewers.) The captioned delay of "ABC News" included 53.7 hours of 60.3 hours per broadcaster intended for people with impaired hearing. "Images of Aging" and "Gettin' On" together accounted for 15.7 hours of the 21.8 hours per broadcaster intended for elderly persons. See Figure VI.2.

PBS distributed 80.0% of the target or special audience hours transmitted in 1976. (See Figure VI.3) Material from the broadcasters' own facilities accounted for 11.7% of all target audience hours.

The programs for special and target audiences were concentrated in a few program types. Starting with the highest frequency: News/Public Affairs represented 17.9% of all target audience hours (the influence of "ABC Captioned News"), children's general programs composed 15.1% (the influence of "Villa Alegre" and "Carrascolendas"), the broader categories

FIGURE VI.1 SPECIAL AND TARGET AUDIENCE PROGRAM HOURS BY BROADCASTER CATEGORY



BUDGET CATEGORY

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CLASS

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4 = 600,000 -999,999
5 = 1,000,000-2,000,000
6 = OVER 2,000,000

FIGURE VI.2 AVERAGE ANNUAL HOURS PER BROADCASTER BY SPECIAL OR TARGET AUDIENCE INCLUDING SPECIFIC NATIONAL PROGRAMS

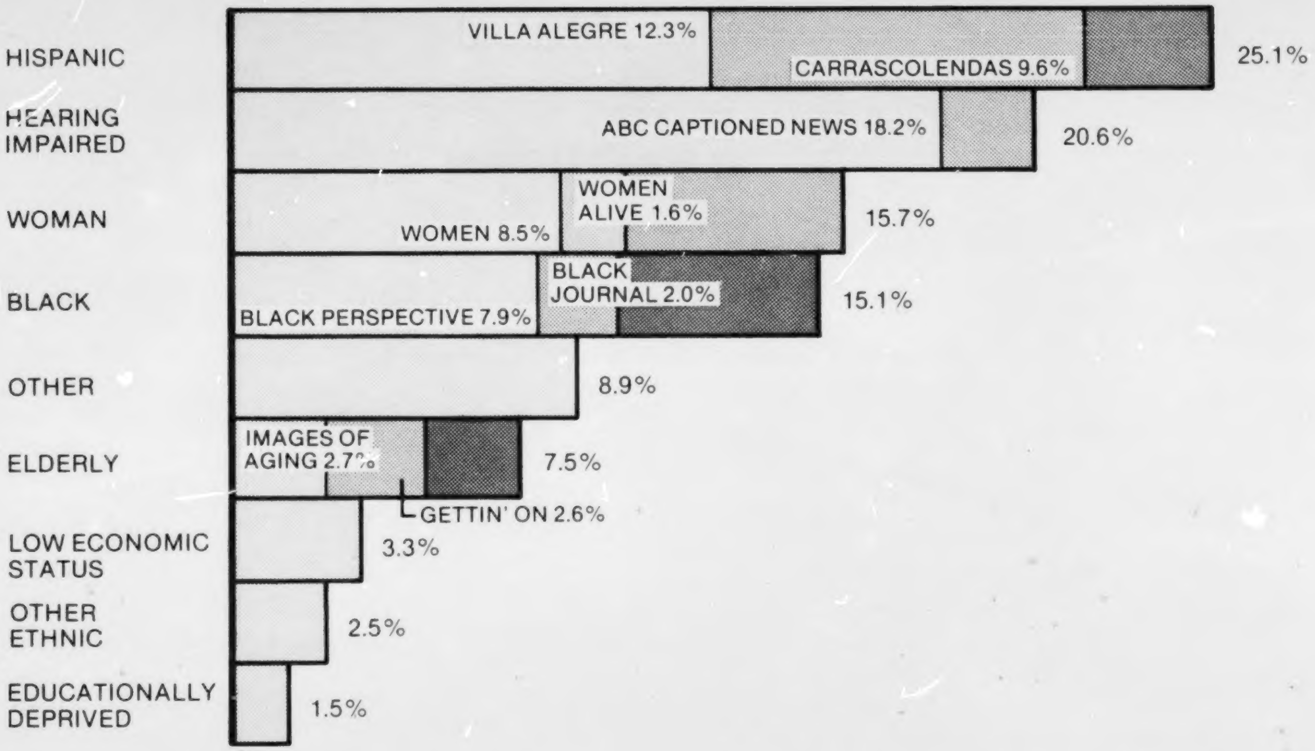
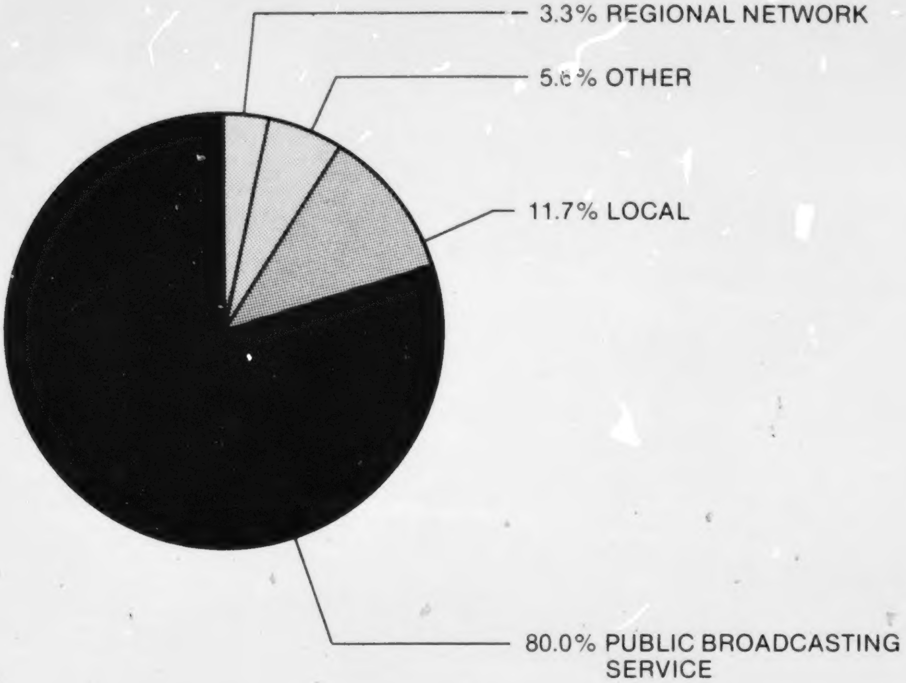


FIGURE VI.3 PERCENTAGE OF SPECIAL AND TARGET AUDIENCE HOURS BY DISTRIBUTION



of Information/skills held 30.0% and cultural programs accounted for 31.5%. (Presumably, the skills part of the information/skills type included much of the material aimed at "other" target groups such as sportsmen, cooks, etc.)

As Table VI.1 indicates, special and target audience programs are most heavily concentrated in the hours between school and prime time. However, this type of program consists of the highest proportion of programming after prime time where they account for 21.2% of all late night hours. Target and special programming accounts for 10.5% of all local hours and 13.7% of all local programs.

TABLE VI.1

Special and Target Audience Hours and Programs
Per Broadcaster Within Different Programming Blocs

	HOURS		PROGRAMS	
Bloc	Annual Average	% of Total	Annual Average	% of Total
All Programming	294.3	6.5	573.0	7.5
General + News	294.3	9.6	573.0	12.6
Between School and Prime Time	98.6	11.8	195.6	13.2
Late	68.9	21.2	138.7	30.1
Local Programming	31.2	10.5	66.6	13.7

CHAPTER VII

LOCAL PROGRAMMING

It has already been mentioned that production from "our facilities" and distribution attributed to a program from our facilities were not necessarily identical. Producing stations properly labeled national programs as being produced by their facilities and distributed by PBS. By contrast, members of a "Consortium" may have had a tape of a program they produced and may have indicated that distribution was "program from our facilities." In order to identify strictly "local" programming, the computer coded programs that were produced at the broadcasters' facilities and also in distribution from local facilities. The results indicated an annual average of 430.4 hours of strictly local programming -- 9.5% of all broadcasting. This covered 839.5 programs per broadcaster -- 11.0% of all programs. (These data do not reflect amounts of local production per year. Local programs tend to be repeated, and these data count the number of hours or programs on the air.) The length of the average local program was 51.3 minutes. The proportion of both local hours and local programs decreased from 1974. However, the gross number increased slightly while the number of programs declined. In the case of local programming, patterns by broadcaster category of annual average hours are the same as patterns of percentages. (See Figure VII.1) Broadcasters in the highest budget category aired almost eighty percent more local material as broadcasters in the lowest budget category. Local programming ranged from 7.1% of all air time in the lowest category to 12.4% of all air time for broadcasters with the highest budgets. The relationship between budget category and the amount of local programming while strange, is less than it was in 1974.

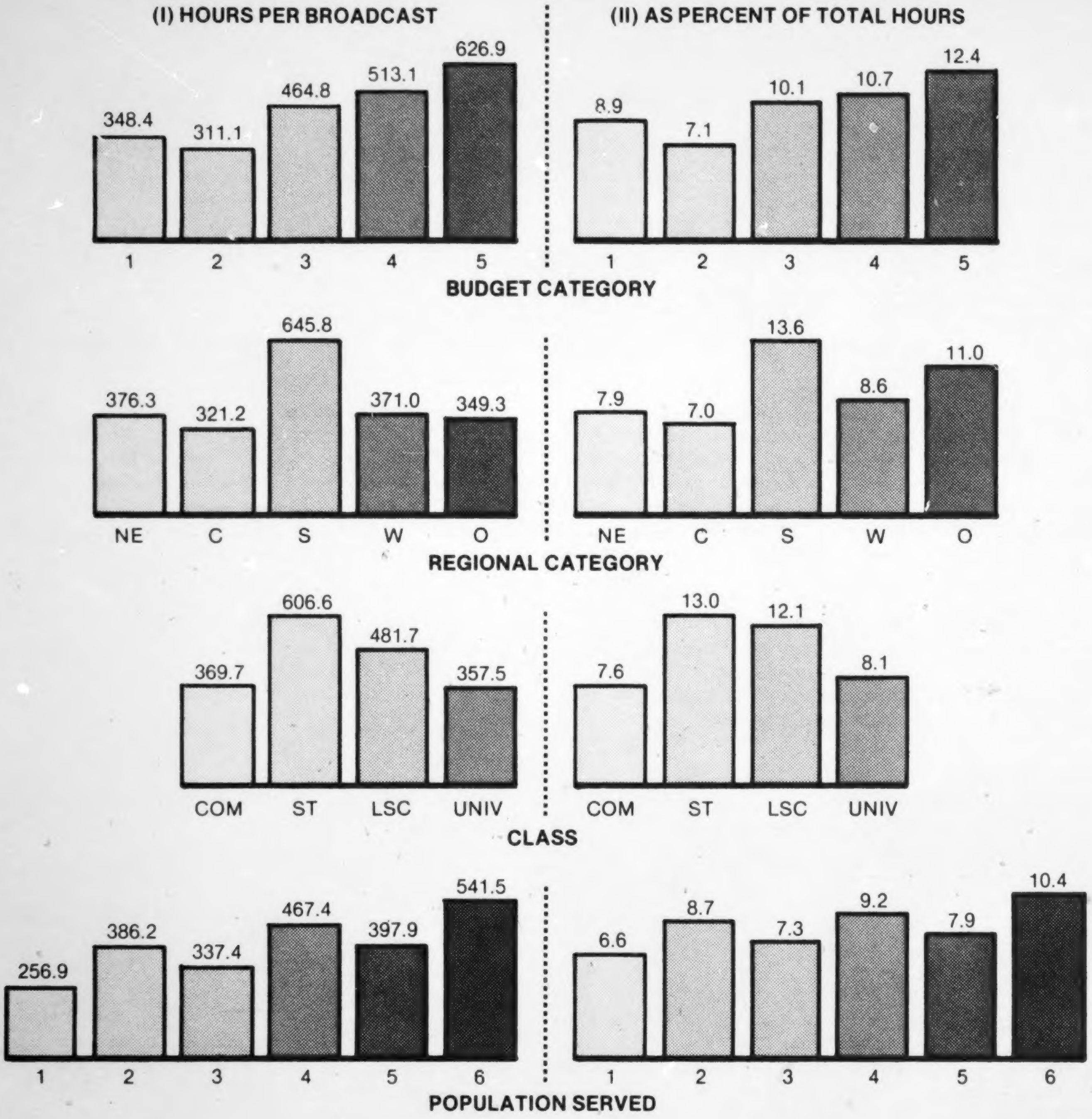
There was considerable variation by region of the country. Southern broadcasters offered the most local programming, with broadcasters in the northeastern states well behind in second place. However, this pattern changes when local ITV programming is accounted for. Table III.8 presents average annual hours of local ITV programming by region. This allows the following computation:

LOCAL PROGRAMMING HOURS

REGION	LOCAL ITV HOURS	% ITV HOURS WHICH ARE LOCAL	LOCAL GEN & NEWS	% of Gen + News WHICH ARE LOCAL	TOTAL LOCAL HOURS	% OF TOTAL WHICH IS LOCAL
Northeast	68.4	18.2%	307.4	9.5%	375.8	7.9%
South	289.8	46.1%	338.5	11.3%	628.3	13.6%
Central	80.9	25.3%	239.6	7.7%	320.5	7.0%
West	94.6	26.0%	269.1	8.8%	363.7	8.6%
Outlying	47.3	13.5%	302.0	12.8%	349.3	11.0%

The pattern for local non-ITV (i.e., "General + News") programming is different from the ITV pattern and the overall pattern. Southern, northeastern and outlying broadcasters aired more local general programming, while only southern broadcasters aired more local ITV material than other groups.

FIGURE VII.1 LOCAL PROGRAMMING HOURS BY BROADCASTER CATEGORY



BUDGET CATEGORY

1 = UNDER $300,000
2 = $300,000 - 749,999
3 = $750,000 - 1,199,999
4 = $1,200,000 - 3,999,999
5 = $4,000,000 and over

REGIONAL CATEGORY

NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS

COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

POPULATION SERVED

1 = UNDER 150,000
2 = 150,000 - 349,999
3 = 350,000-599,999
4 = 600,000 -999,999
5 = 1,000,000-2,000,000
6 = OVER 2,000,000

An examination of the same phenomenon by class indicates:

CLASS	LOCAL ITV HOURS	% ITV HOURS WHICH ARE LOCAL	LOCAL GEN + NEWS	% GEN & NEWS WHICH ARE LOCAL	TOTAL LOCAL HOURS	% OF TOTAL WHICH IS LOCAL
State Network	270.3	44.8%	333.4	11.7%	603.7	13.0%
University	71.9	20.6%	276.2	8.7%	348.1	8.1%
Community	89.0	24.6%	272.5	8.4%	361.5	7.6%
School Board	242.5	50.3%	239.0	9.1%	481.5	12.1%

State systems aired the most local programming; followed by local school board licensees with university, and community broadcasters far behind. State systems had the most local ITV and "General + News" local programming. Local school board broadcasters had less "General + News" than university and community broadcasters, but they had almost three times as most local ITV programs.

Population categories show weaker trends for ITV, general, and total local programming. Annual averages and percentages generally increase with some fluctuation from broadcasters serving smaller communities to broadcasters serving larger communities. It is noteworthy that "overlapped" broadcasters (not pictured in Figure VII.1) averaged more hours (561.0) of local programming than any other population category, although almost half of this was ITV, and the remaining local general programming was roughly at the average for all broadcasters. Multiple market broadcasters aired almost as many locally produced hours (521.4) as broadcasters serving the largest single-community markets. Their local ITV programming was also very high (see Table III.8).

As shown in Table VII.1, 24.8% of all local programming hours (106.7 hours) was News/Public Affairs; 30.0% (129.3 hours) was ITV; and the remaining 45.2% (301.1 hours) consisted of various types of general material.

Local News/Public Affairs was primarily general newscasts (29.1%) followed by coverage of governments at work (18.2%), interviews (13.7%), and magazine formats (11.1%)

FORMAT OF LOCAL NEWS/PUBLIC AFFAIRS MATERIAL

	HOURS	% OF LOCAL NEWS/PUBLIC AFFAIRS
General Newscasts	31.1	29.1%
Government at Work	19.4	18.2%
Interview	14.6	13.7%
Magazine	11.9	11.2%
Discussion	9.0	8.4%
Other	20.7	19.4%

After News/Public Affairs, General Information, (54.4 hours, 12.6%) was the next highest individual category. In sum, over two-thirds of local programming was News/Public Affairs, General Information, and ITV; and an additional 6.5% was station promotion/auction. The remaining 112 hours was divided among a great many program types.

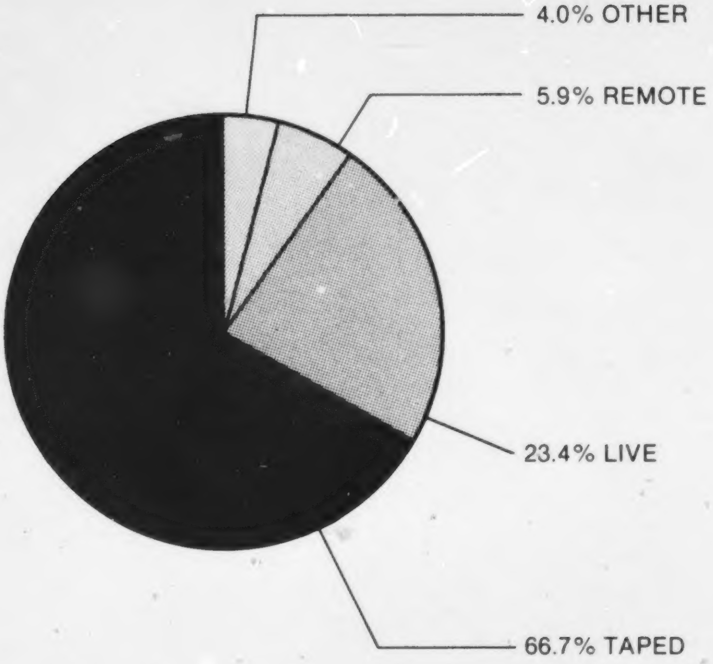
Figure VII.2 describes the division of local programming by method of transmission. Videotape was the dominant method of transmission (66.7%). However, live broadcasting (23.4%) and the use of remote units (5.9%) were also frequent.

TABLE VII.1

Average Annual Hours and Percent of Local Programming Per Broadcaster by Program Type

General	Hours	Percent
News/Public Affairs	106.7	24.8
History/Biography	7.4	1.7
General Information	54.4	12.6
Science	0.9	0.2
Skills	19.4	4.5
Children's	7.7	1.8
Culture/Art/Reviews	10.3	2.4
Music/Dance/Performance	21.4	5.0
Drama	1.9	0.4
Film	1.1	0.3
Comedy	0.1	0
Variety	7.2	1.7
Sports	13.4	3.1
Station Promotion/Auction	28.0	6.5
Other	11.3	2.6
ITV		
Basic Education	6.4	1.5
Reading/Writing	8.8	2.0
Literature/Humanities	10.4	2.4
Foreign Language	4.2	1.0
Math	7.7	1.8
Science	15.7	3.6
Social Science	13.5	3.1
History	6.4	1.5
Music/Art/Theater	25.9	6.0
Home Economics	1.8	0.4
Health/PE/Safety	5.1	1.2
Environment	1.7	0.4
Teacher Training	7.9	1.8
Professional Training	4.4	1.0
Vocational	3.1	0.7
Other	6.3	1.5

FIGURE VII.2 PERCENTAGE OF LOCAL PROGRAMMING HOURS BY METHOD OF TRANSMISSION

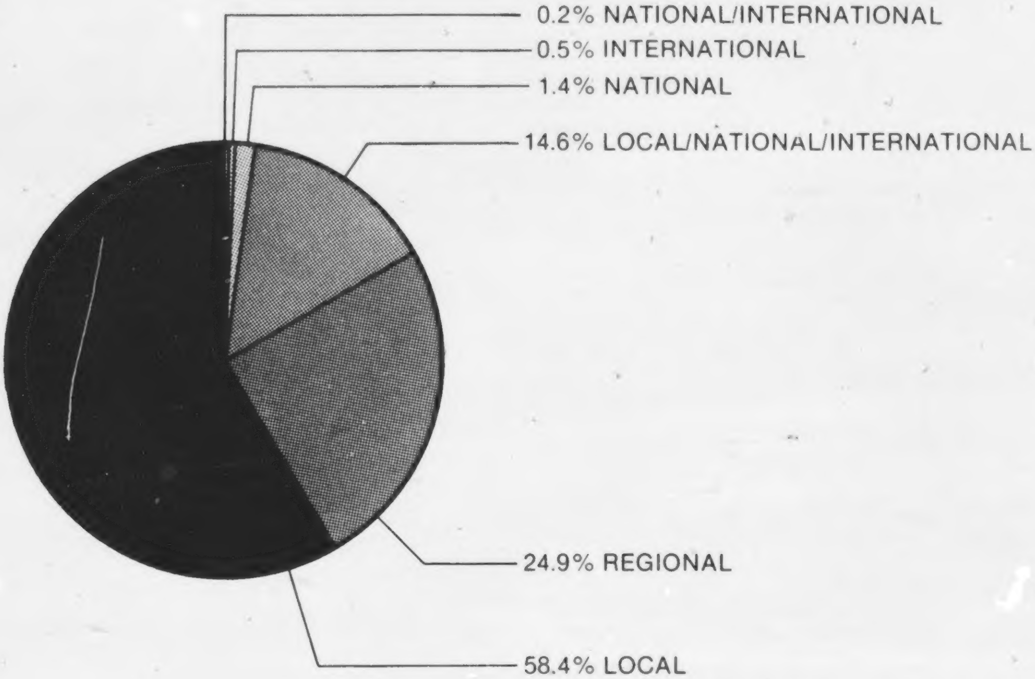


More than half (58.4%) of local News/Public Affairs programming covered only the local community; another 24.9% was state or regional in scope and 16.7% was broad in scope -- covering local, national, and international affairs. The format of local News/Public Affairs programming varied widely. When Part B of Figure VII.3 is compared to Part B of Figure V.10, there is a comparision of local News/Public Affairs formats with all News/Public Affairs formats. Local News/Public Affairs programming was more likely to be a general news program (30.8%), more likely to be a magazine or documentary series (11.8%), more likely to be coverage of a political or governmental body at work (19.2%), less likely to be a report/discussion/analysis series (8.9%), and less likely to be coverage of a press conference or speech or other event (2.3%).

The proportions of local ITV programming by different formats is displayed in Figure VII.4. When compared with Figure III.4, it reveals differences between local ITV formats and the formats used in all ITV programming. Local formats were more likely to be Demonstration (40.2%), Lecture/Monologue (39.0%), Discussion (9.3%), or Interview (9.3%) than the overall proportions for all ITV. Local formats were less likely to be Dramatization (13.1%), Narrated Graphics (10.2%), Documentary (9.3%), Actuality (2.6%), or Animation (1.6%) than the proportions of these formats for all ITV programs.

FIGURE VII.3 PERCENTAGE OF LOCAL *NEWS/PUBLIC AFFAIRS* PROGRAMMING HOURS BY (A) SCOPE, AND (B) FORMAT

A. SCOPE



B. FORMAT

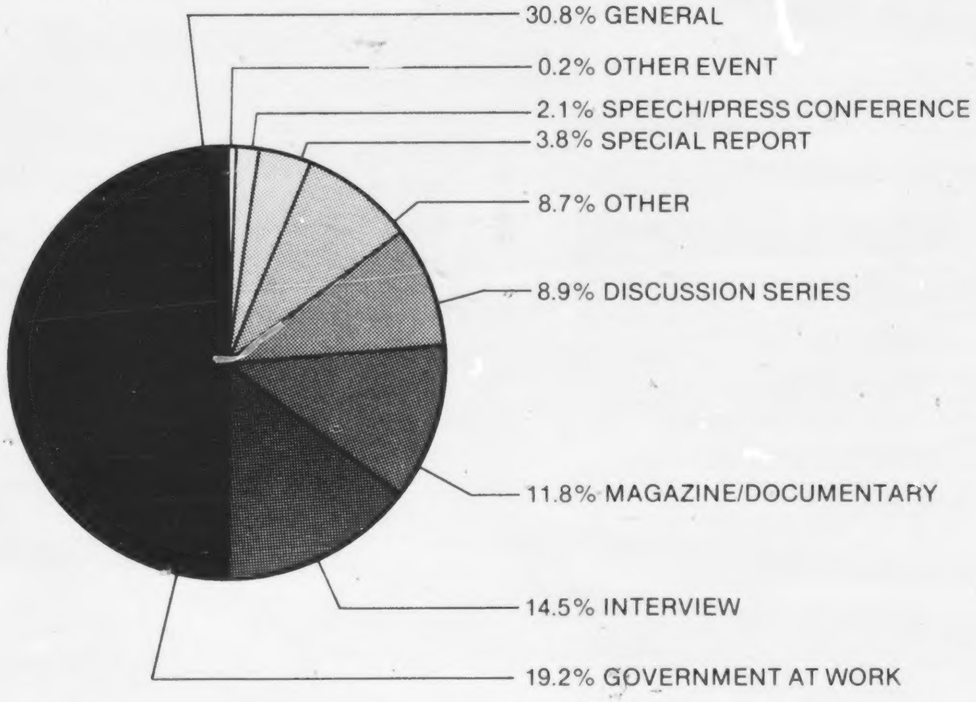
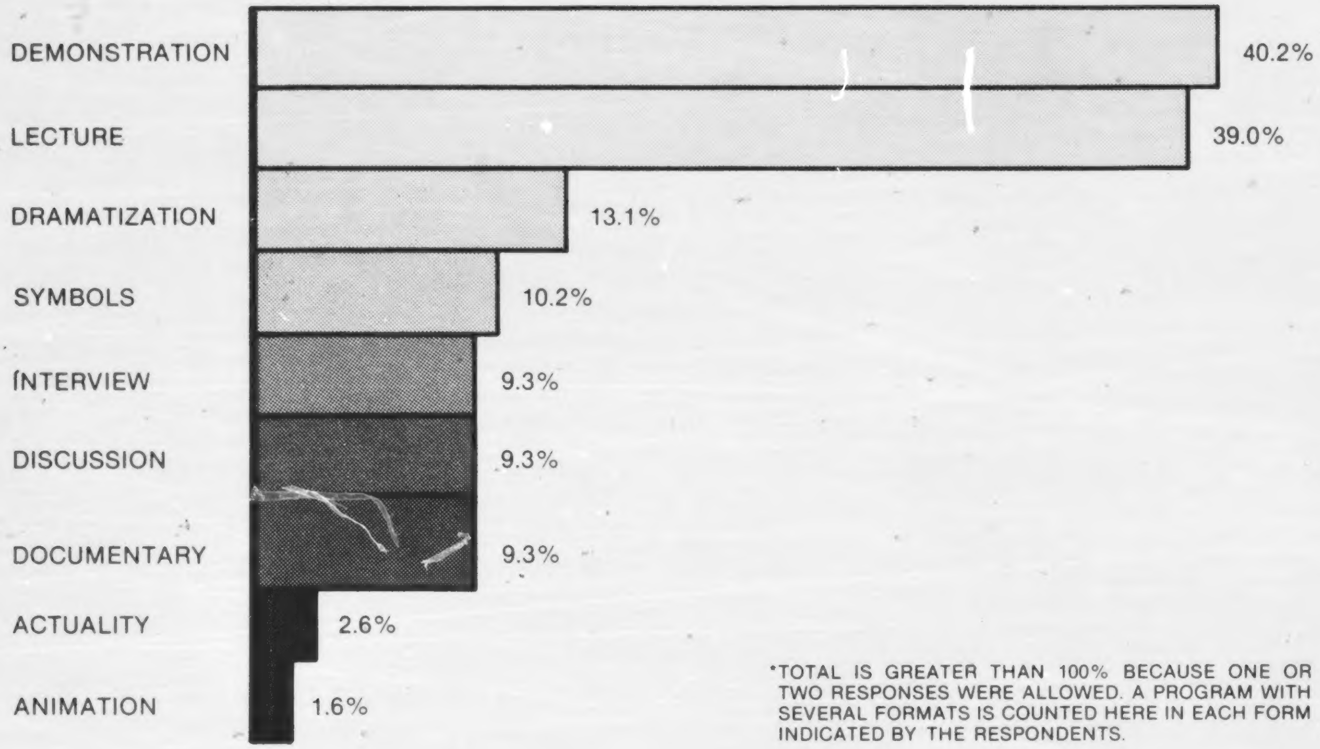


FIGURE VII.4 LOCAL ITV PROGRAMS BY FORMAT



*TOTAL IS GREATER THAN 100% BECAUSE ONE OR TWO RESPONSES WERE ALLOWED. A PROGRAM WITH SEVERAL FORMATS IS COUNTED HERE IN EACH FORM INDICATED BY THE RESPONDENTS.

CHAPTER VIII

PBS AND PRIME-TIME PROGRAMMING

PBS

The Public Broadcasting Service distributed 69.3% of all broadcast hours in 1976. This amounted to an annual average of 3,101 hours of PBS material per broadcaster. (Tables II.7 and II.8 give details by broadcaster category.) The number of hours from PBS increased sharply (28.9%) from 1974. The survey allowed an examination of several aspects of the programming taken from PBS.

Use of PBS material varied by time of year:

PBS MATERIAL BY TIME OF YEAR

	Avg hrs/week	% of Total Hours
January 1 to June 5	59.9	65.9%
June 6 to September 17	59.1	77.3
September 18 to December 30	60.0	67.7

The average weekly hours of PBS material remain constant over the year, but the higher proportion of hours from PBS in the summer reflects shorter total schedules due to curtailed ITV hours.

To briefly summarize the use of PBS hours by time of day: 4.4% was broadcast before school hours, 25.1% was broadcast during school hours (and early weekend daytime)*, 31.8% was broadcast after school hours, 31.0% was broadcast in prime time, and 7.7% was broadcast after prime time. From another perspective, PBS supplied 71.1% of all before school hours, 53.8% of all during school (and weekend daytime) hours, 77.1% of all after school hours, 78.0% of all prime time hours, and 74.1% of all hours after prime time.

PBS DISTRIBUTED HOURS BY TIME OF DAY

	PBS Hours in Daypart as % of Total PBS Hours	PBS Hours in Daypart as % of Total Hours in Daypart
Pre - 9 a.m. (pre-school)	4.4%	71.1%
9 a.m. - 3 p.m. (school hours)	25.1	53.8
3 p.m. - prime time (after school)	31.8	77.1
Prime time	31.0	78.0
Late night	7.7	74.1

Figure VIII.1 depicts the methods of transmission used in broadcasting hours of material distributed by PBS. Direct interconnection accounted for the major proportion (59.7%) of PBS-distributed hours. However, 32.5% of all hours were taped from interconnection for later use. This percentage produces an annual average of 1000.6 hours per broadcaster, or a total of 152,091 (1000.6 x 152) broadcaster hours of tape-delayed programming.

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*PBS does not offer a feed for two hours during school hours due to station access time.

FIGURE VIII.1 PERCENTAGE OF PBS-DISTRIBUTED HOURS BY METHOD OF TRANSMISSION

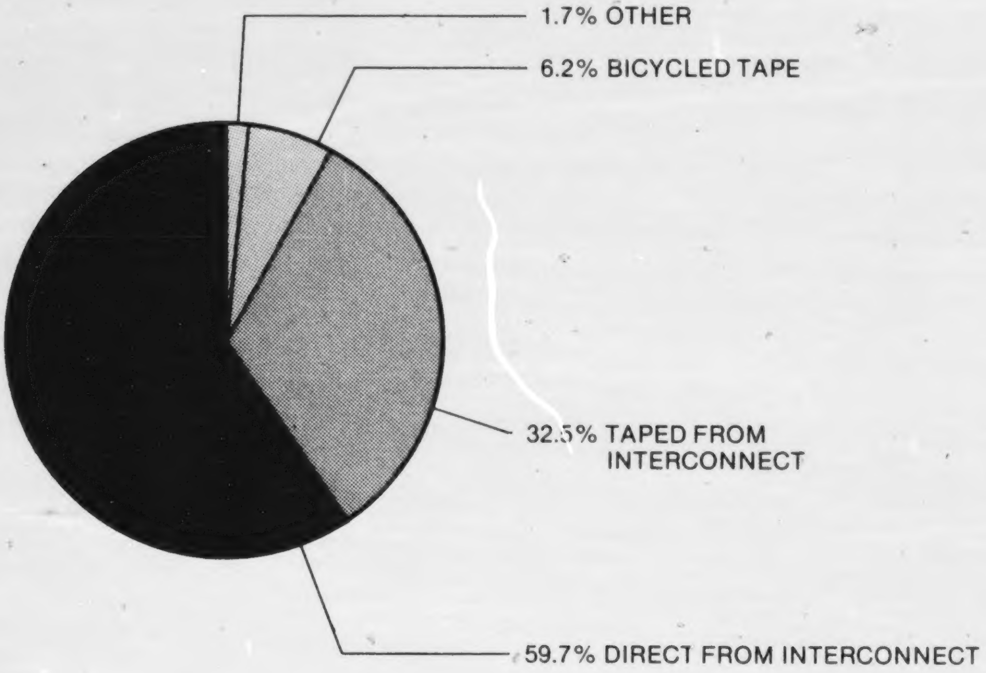


Figure VIII.2 shows the production sources of program hours distributed by PBS. PTV stations produced 57.6% of the hours distributed by the national PTV service. More than a quarter of all PBS hours (27.1%) were produced by the Children's Television Workshop. Foreign productions or international co-productions accounted for 8.4% of all hours.

Sixteen series distributed by PBS accounted for nearly 40% of all public television air time and 35% of all programs. (This was 56.7% of all PBS-distributed hours and 60.2% of all PBS-distributed programs.) In order of frequency, they were:

PROGRAM TITLES

TITLE	% OF ALL HOURS	% OF ALL PROGRAMS
Sesame Street	12.4%	7.4%
Electric Company	5.4	6.4
Mr. Rogers	4.3	5.1
Masterpiece Theater	2.3	1.4
Lilas, Yoga and You	2.0	2.4
Zoom	2.0	2.4
Nova	1.7	1.0
MacNeil (McNeil/Lehrer)	1.5	1.8
ABC Captioned News	1.2	1.4
Janus Films	1.1	0.4
Adams Chronicles	1.1	0.7
Villa Alegre	1.0	1.2
Consumer Survival Kit	0.9	1.0
Firing Line	0.8	0.5
Wall Street Week	0.8	1.0
Washington Week In Review	0.8	0.9
TOTAL	39.3%	35.0%

Many of these programs were funded through the SPC (Station Program Cooperative). Approximately 1,700 hours of programs purchased through the SPC were aired per broadcaster in 1976. The SPC purchases, therefore, represented approximately 55.0% of the hours distributed by PBS and 37.5% of all hours.

It is clear that children's programming is a major portion of PBS-distributed material. Indeed, Table VIII.1 indicates that 38.1% of all PBS hours were children's programming (41.3% of programs were in this category). By comparision, there were no program types of even similar proportions of PBS-distributed material. The right-hand columns of Table VIII.1 change the basis of analysis to PBS-distributed material that was broadcast in prime time. (As noted above, this was 31% of all PBS hours and covered 78% of all prime-time material.) Prime-time material from PBS included 18.8% News/Public Affairs hours (25.2% of News/Public Affairs Programs), 21.6% Music/Dance/Performance hours (16.6% programs), 19.7% drama hours (14.4% drama programs), 10.9% History/Biography hours (11.1% programs), and 9.4% general information (13.3% programs).

Details of other program types are presented in Table VIII.1.

The point is that the distribution of PBS programming differed by time period. In the prime-time hours, when the greatest number of American adults watch television, the single most frequent type of programming distributed from PBS was Music/Dance/Performance. This was followed by Drama, News/Public Affairs, and to a lesser degree, History/Biography and General Information.

FIGURE VIII.2 PERCENTAGE OF PBS-DISTRIBUTED HOURS BY PRODUCER

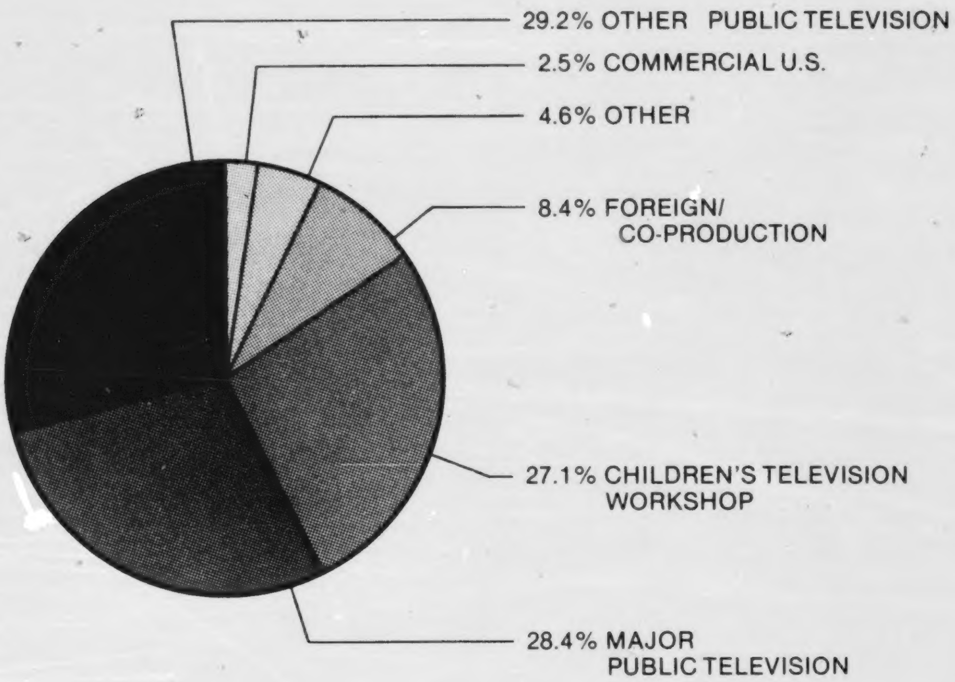
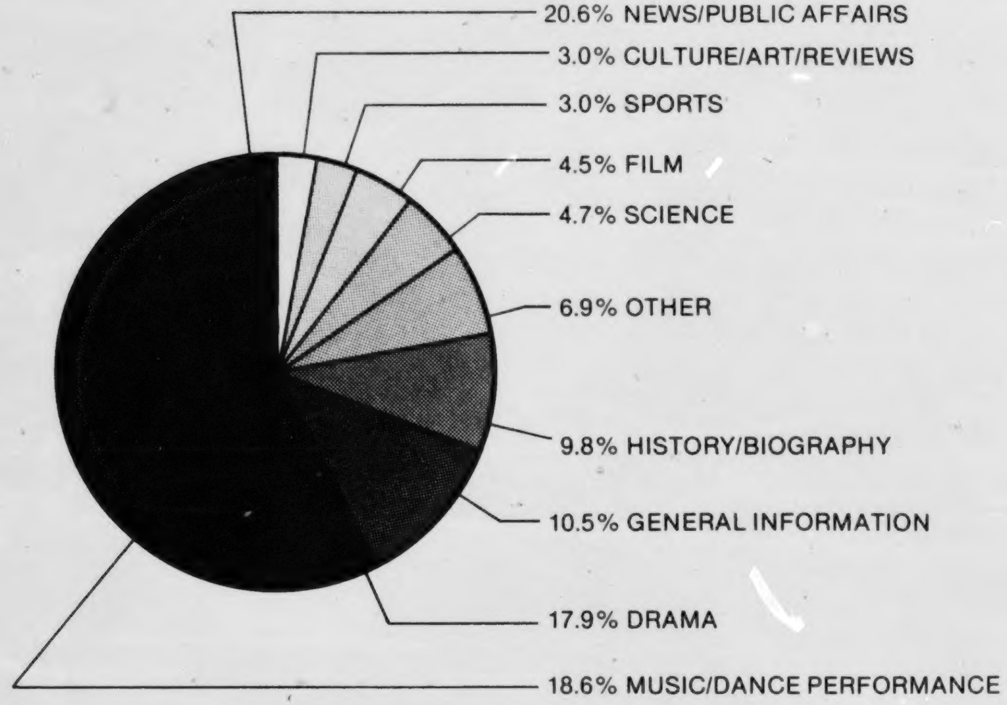


TABLE VIII.1

Percentage of PBS Distributed Hours and Programs by Program Type: All Programs and Prime-Time

	ALL PROGRAMS		PRIME-TIME	
Type	Hours	Programs	Hours	Programs
News/Public Affairs	13.0	15.7	18.8	25.2
History/Biography	5.9	5.3	10.9	11.1
General Information	6.1	7.5	9.4	13.3
Science	3.0	2.2	5.9	5.1
Skills/How to	6.2	8.9	1.6	2.7
Children's	38.1	41.3	0.7	1.1
Culture/Art/Reviews	2.7	3.2	3.0	4.3
Music/Dance/Performance	10.4	6.9	21.6	16.6
Drama	8.5	5.5	19.7	14.4
Film	2.4	1.1	3.9	2.0
Comedy	0.4	0.4	0.6	0.8
Variety	0.2	0.2	0.4	0.4
Sports	2.5	1.1	3.0	2.0
Other	0.6	0.8	0.7	1.0

FIGURE VIII.3 PERCENTAGE OF PRIME-TIME HOURS BY PROGRAM TYPE



PRIME-TIME

Prime-time programming comprised an annual average of 1,245 hours and 1,476 programs per broadcaster in 1976. These figures represent 27.4% of all hours and 19.4% of all programs respectively and are lower than the prime-time proportions from 1974.

The division of all prime-time material by program type is presented in Figure VIII.3 and Table VIII.2. (It includes material from both PBS and other sources.) When all of prime-time material is compared to PBS prime-time material, it is found that there is a slight increase in the proportion of News/Public Affairs hours. A slightly higher proportion of overall air time is devoted to General Information programming; and a lower proportion is devoted to Drama, Music and Dance, and Culture/Art/Reviews.

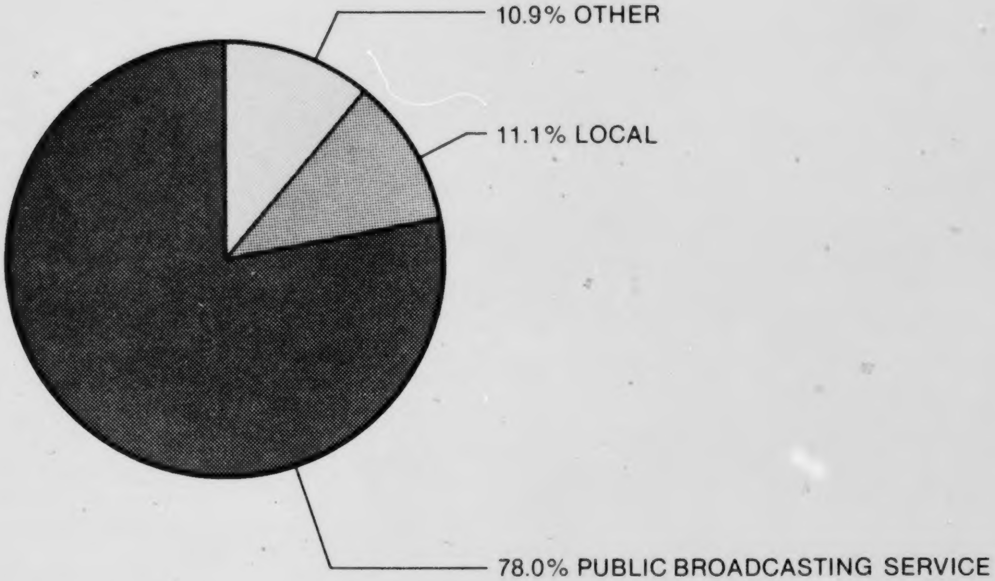
The reason for the difference is clarified by the data from Figure VIII.4. A large part of the prime-time hours that do not come from PBS are from broadcasters' own local facilities. It has already been noted that local material tends to be News/Public Affairs or General Information far more frequently than it is Cultural material. (See Table VIII.2) As a result, broadcasters are relatively dependent on PBS for Drama, Music, Dance and other Cultural fare.

TABLE VIII.2

Percentage of Prime-Time Hours and Programs by Program Type

Type	Percent-Hours	Percent-Programs
News/Public Affairs	20.6	26.6
History/Biography	9.8	9.9
General Information	10.5	14.3
Science	4.7	4.2
Skills	1.9	3.1
Children's	0.6	1.0
Culture/Art/Reviews	3.0	4.1
Music/Dance/Performance	18.9	14.7
Drama	17.9	13.1
Film	4.5	2.2
Comedy	1.4	2.0
Variety	0.8	0.8
Sports	3.0	2.2
Station Promotion/Auction	1.0	0.5
Other	1.2	1.3

FIGURE VIII.4 LOCAL AND PBS PROGRAMMING AS PERCENTAGE OF PRIME-TIME HOURS



APPENDIX I

SECONDARY SCHEDULES

TEN SCHEDULES

Ten PTV broadcasters control the schedules of additional stations serving their communities. These "secondary" schedules have not been included in the basic data described in this report. They are briefly examined in this appendix.

Community	Broadcaster	Secondary Broadcaster
Miami, Florida	WPBT/WTHS, channel 2 (County Schools)	WLRN, Channel 17
Boston, Massachusetts	WGBH, Channel 2	WGBX, Channel 44
St. Paul, Minnesota	KTCA, Channel 2	KTCI, Channel 17
Oklahoma City, Oklahoma	KETA, Channel 13	KOKH, Channel 25
Pittsburgh, Pennsylvania	WQED, Channel 13	WQEX, Channel 16
Richmond, Virginia	WCVE, Channel 23	WCVW, Channel 57
Milwaukee, Wisconsin	WMVS, Channel 10	WMVT, Channel 36

Several points should be made about the secondary broadcasters. They all operate on UHF channels, while all but one of their licensees also operate VHF transmitters in the same communities. There are three other potential secondary broadcasters: KQEC, San Francisco, WUHY, Philadelphia; and WXXW, Chicago; but these stations were not in operation in 1976. Finally, several communities (e.g., New York City and Los Angeles) contain more than one PTV schedule generated by different licensees. In these cases, each schedule has been sampled and included in the analysis of 152 broadcasters. The definition of a secondary broadcaster applies where a single organization is responsible for two schedules in a single community.

The sample of secondary schedules was small, and the schedules did not define a single pattern. Thus, it may be best to start with a brief description of each.

WUHY, Philadelphia, was not on the air in 1976.

KQEC, San Francisco, was not on the air in 1976.

WXXW, Chicago, was not on the air in 1976.

WQEX, Pittsburgh, transmitted an abbreviated normal schedule (but was dark on Sunday)

WCVW, Richmond, transmitted an ITV schedule but was off the air summer and weekends.

KOKH, Oklahoma City, transmitted a full schedule, but was off the air in the summer and on weekends and holidays. (KOKH provided ITV service to KETA, and was therefore defined as a secondary schedule in Oklahoma City,)

WMVT, Milwaukee, transmitted a full schedule all year.

KTCI, St. Paul, transmitted a full schedule all year, but was off the air on weekends.

WGBX, Boston, transmitted an afternoon and evening schedule over the entire year.

WLRN, Miami, transmitted a full schedule over the entire year, but was off the air on two of the sample dates. (WLRN provided ITV service on WTHS, channel 2 in Miami, and was therefore defined as a secondary schedule.)

Had samples of these schedules been included in the overall analysis there would have been unfortunate biases in both the annual averages reported and the proportions of various programming phenomena reported. Instead, the results of 32 sample broadcaster-days can be described. They included 348 programs and 186.4 hours of programming.

Twenty-four of the thirty-two sample days during which secondary broadcasters operated were days when school was in session; eight were days when school was not in session.

Distribution of hours of air time was as follows:

Before school hours	1.0%
During school hours	20.5%
After school hours	30.8%
Prime time	39.9%
After prime time	7.8%

The proportion of hours from producers was:

Other PTV organization	25.4%
From "our own facilities"	24.3%
Major PTV organization	19.5%
Independent or ITV producer	14.1%
CTW	5.4%
Commercial	4.3%
Consortia	1.0%
All others	2.3%

These proportions are in marked contrast with the overall figures for the 152 broadcasters in the survey. Local production is far more frequently played on secondary schedules, and programming from CTW is far less frequent, while programming from both major and other PTV organizations was slightly less frequent. (Comparisons may be made with Figure II.6.)

The proportion of hours by distribution source was:

PBS	39.5%
Our own facilities	22.1%
Regional network	15.3%
Other instructional supplier	9.1%
All others	14.0%

Again the proportions differ from the overall patterns shown in Figure II.7. Local material and material from ITV suppliers was far more frequent in secondary schedules; material from PBS was far less frequent. This is an indication that the availability of a secondary channel allows broadcasters to be more independent of the national system, although they did broadcast a higher proportion of regionally interconnected hours.

The proportion of hours by program type was:

Information/Skills	31.5%
ITV	21.2%
News/Public Affairs	16.6%
Cultural	14.9%
Children's	6.0%
"Sesame Street"/"The Electric Company"	4.6%
Other	5.3%

Comparison with the data in Figure II.10 indicates that the secondary schedules included a higher proportion of ITV material, and a much lower proportion of air time devoted to "Sesame Street" and "The Electric Company." There were higher proportions of News/Public Affairs and Information/Skills, and lower proportions of children's general material and cultural material.

The sample size was too small to generate useful data on variables such as ITV grade level or format, News/Public Affairs scope or format, or differences by broadcaster category.

APPENDIX II

COMPUTATION OF STANDARD ERROR

The sample design of this survey was not a simple random sample. Programs were clustered, in the sense that all programs for a single broadcaster-day were taken together. Days were stratified over seven segments of the year and the sample was stratified to include a sample of seven dates for each broadcaster. A simple random sample would have randomly chosen individual programs from among nearly one million programs transmitted by all the broadcasters.

Since the sample was not a simple random sample, it was improper to compute variance for a given proportion by the formula $V=pg/n$. The appropriate formula for computation of variance was designed for this project by Dr. David Brillinger, of the Department of Statistics, University of California at Berkeley. (For the precise technique used in estimating variance, see Public Television Program Content: 1974, p. 139.)

The formula required an extensive amount of data processing for any given proportion. Thus, according to a plan approved by the National Center for Education Statistics, a variable knows as DESIGN EFFECT was computed for proportions of programs at each alternative within three variables in the survey. Design Effect of variance ($DEFF_v$) is the variance computed by the appropriate formula divided by pg/n estimation of variance for the same proportion. (See discussion in Kish, Survey Sampling, Wiley, 1965.) The design effect of the standard error ($DEFF_{se}$) is simply the square root of $DEFF_v$, just as standard error is the square root of variance.

The design effect on the standard error was computed for each variable. These values were then averaged (See Public Television Program Content: 1974, p. 135-136) and 1.37 was taken to be the design effect on the standard error, and was used in the computation of Appendix Table II.B. Values in the table are derived from square root of pg/n estimates of standard error for a given sample size, with those values multiplied by 1.37 obtained design effect.

Determining Standard Errors For this Survey

The table of contents for tables and figures in the beginning of this report includes a column of index letters for determining standard errors. There are two steps necessary to calculate standard errors. To find the standard error for a given proportion in a given table or figure, first find the row representing the broadcaster category pertaining to the proportion of interest in Appendix Table II.A and the column whose letter corresponds to the standard error index letter listed for the table or figure in the table of contents. The cell thus designated is the number (#) of responses used in calculating the standard error. For example, to determine the standard error of the percentage of local produced programs broadcast by southern broadcasters as listed in Table II.5, behind the standard error index letter "A" beside Table II.5 in the table of contents. Then using Appendix Table II.A, find the intersection of the row representing "South" and the Column "A". The "6200" in the intersection represents the number ("#") of observations used to calculate

APPENDIX TABLE II.A

	A	B	C	D	E	F	G	H
ALL	21,800	6,300	3,000	13,000	2,600	2,500	12,700	4,300
Region								
Northeast	4,800	1,400	-	2,900	600	400	-	-
South	6,200	2,200	-	3,400	600	1,000	-	-
Central	6,000	1,700	-	3,700	800	500	-	-
West	4,000	900	-	2,700	500	400	-	-
Outlying	700	100	-	500	100	100	-	-
Class								
School Board	2,200	700	-	1,200	300	400	-	-
Community	8,500	2,500	-	5,000	1,000	700	-	-
State	5,000	1,900	-	2,500	500	800	-	-
University	6,000	1,200	-	4,100	800	500	-	-
Budget								
less than $300,000	2,000	500	-	1,200	300	200	-	-
$300,000 - 749,999	6,200	1,600	-	4,100	800	500	-	-
$750,000 - 1,199,999	5,500	1,700	-	3,000	600	700	-	-
$1,200,000 - 3,999,999	6,800	2,200	-	3,900	700	900	-	-
more than $4,000,000	1,500	300	-	1,000	200	200	-	-
Population Served								
less than 49,999	2,400	500	-	1,700	300	200	-	-
150,000 - 349,999	2,600	600	-	1,700	300	200	-	-
350,000 - 599,999	2,700	800	-	1,600	300	200	-	-
600,000 - 999,999	3,300	1,100	-	1,900	400	400	-	-
1,000,000 - 2,000,000	3,000	800	-	1,800	300	300	-	-
more than 2,000,000	2,300	600	-	1,400	300	200	-	-
overlapped	1,800	600	-	1,100	200	300	-	-
multiple	3,700	1,300	-	2,000	400	600	-	-

the standard error. **Second**, use the number ("#") arrived at to locate the row in Appendix Table II.B that most closely corresponds to the value from the first step. Then find the column that most closely corresponds to the given proportion. The cell which is the intersection of row and column is the estimated standard error of that proportion. To continue with the example, the number 6200 is closest to the seventh row ("6200"). The proportion of locally produced programming by southern broadcasters (17.0%) is closest to the fifth column ("15% or 85%"). The intersection of the row and column is ".63" which is the standard error of the proportion of locally produced programming by southern broadcasters. When a proportion or a value of # falls between two rows or columns, interpolation may be used to obtain a more precise value. Interpolation from percentages to total numbers of programs and hours may also be used if the reader wishes to obtain standard errors for these totals.

APPENDIX TABLE II.B

Estimated standard error (to the nearest 100th percentage point for survey design at various levels of "#" and various proportions)

#	1% or 99%	2% or 98%	5% or 95%	10% or 90%	15% or 85%	25% or 75%	35% or 65%	50%
100	1.36	1.91	2.99	4.11	4.89	5.93	6.53	6.85
200	.96	1.36	2.11	3.91	3.46	4.19	4.62	4.84
500	.61	.86	1.34	1.84	2.19	2.65	2.92	3.06
1000	.43	.61	.94	1.30	1.55	1.88	2.07	2.17
2000	.30	.42	.67	.92	1.09	1.33	1.46	1.53
4000	.21	.30	.47	.65	.77	.94	1.03	1.08
6000	.18	.25	.39	.53	.63	.77	.84	.88
8000	.15	.21	.33	.46	.55	.66	.73	.77
10000	.14	.19	.29	.41	.49	.59	.65	.69
14000	.11	.16	.25	.35	.41	.50	.55	.57
18000	.10	.14	.22	.31	.36	.44	.49	.51
22000	.09	.13	.20	.28	.33	.40	.44	.46

The chances are 68 out of 100 that an estimate from this sample would differ from a complete count (every program for every broadcaster) by less than the estimated standard error. The chances are 95 out of 100 that the difference would be less than twice the standard error and about 99 out of 100 that it would be no more than 2.5 times as large.

Continuing with the example, the ".63" located in Appendix II.B indicates that the estimated standard error is approximately ± .63 percentage points. The proportion of locally produced programs aired by southern broadcasters should be interpreted as ranging between 16.37% and 17.63% (i.e., 17.0% ± .63) by chance at one standard error.

APPENDIX III

METHOD AND SURVEY OPERATIONS

Sample Selection

For purposes of this survey, each of 152 PTV broadcasters was surveyed on seven predesignated days. The sample year - calendar 1976 - was divided into seven segments of 52 days each. Within each segment, each broadcaster was randomly assigned to one of the 52. Thus, the sample for each broadcaster was spread over the entire year, and the sample included programming on all of the 364 days in the sample. An additional constraint on the sample was that the seven days selected for each broadcaster had to represent the seven days of the week (Sunday, Monday, Tuesday, etc.), although not necessarily in order. Therefore, the total sample covers an equal number of schedules for each week day; e.g., there are 152 Wednesdays in the sample, with each broadcaster represented one time.

The sample was generated by computer according to the following rules: (1) The 364 days of the sample year were numbered and divided into seven segments of 52 days. (2) Within the first segment each broadcaster was randomly assigned (by a random number generator) one of the 52 dates. (3) For the second segment of the year, each broadcaster was once again randomly assigned one of the 52 dates; however, the date was replaced by another random selection if it fell on the same day of the week as the first sample date. (4) Broadcaster-by-broadcaster sample selection was repeated in this fashion for the remaining segments of the year. Days of the week that had already been chosen for a given broadcaster were not allowed to recur; but the sample was otherwise random within each segment of the year.

In sum, the sample had the following characteristics:

- Each day of the sample year was represented, and each had an equal probability of being chosen.
- The sample of each broadcaster was spread over the seven segments of the whole year.
- Each broadcaster was sampled once for each day of the week.
- There was an equal number of sample dates for each day of the week, one for each broadcaster.

Response Rate

The original sampling universe included seven dates for each of 153 broadcasters, 1,071 broadcaster-days. One station went off the air during the year and was eliminated from the sampling universe, so the final sample consisted of 1,064 sample days for 152 broadcasters. The results reported here include data from 1,047 broadcaster-days. Thus, the response rate was 98.4% of the broadcaster-days in the sample.

Estimates of Annual Average

The seven sample days assigned to each broadcaster represented 1/52nd of the annual schedule. Estimated annual averages were calculated by multiplying occurrences in the sample by 52 and multiplying the result by a constant to account for non-response. The annual per broadcaster average was obtained taking the estimated annual average and dividing by the number of broadcasters. For example, the total sample included 21,794 programs; by multiplication an estimate of 1,156,264 annual programs of 7,606 programs per broadcaster in 1976. Estimates of variance and standard error were computed according to procedures described in Appendix III. The table represented there gives the standard error for various percentages obtained within the sample.

Survey Operations

Prior to the inception of the survey, the items to be used had been carefully determined through consultation with various interested parties, and a thorough pre-test of the techniques had been conducted. Details have been given in "Supporting Statement: Corporation for Public Broadcasting/USOE National Center for Education Statistics' Programming Survey" submitted to the U.S. Office of Management and Budget, and approved in the latter part of 1975, extending until expiration on December 31, 1978.

The original list of "broadcasters" was made from CPB records of qualified public television licensees and their broadcasting configurations. Following this, discussions with CPB staff and a series of telephone calls clarified the situations in Nebraska, Miami, Oklahoma, and South Dakota.

Large 9" x 12" envelopes were prepared prior to the survey. They were addressed to program managers with labels printed directly from the CPB computerized address file. Each contained a survey code sheet, two response sheets, an instruction sheet, and a business-size return envelope. Response sheets were pre-printed by hand and with a rubber stamp to indicate the name of the broadcaster, the day and date which there was to be a report, and the code numbers for the broadcaster and the sample date. (Licensees with secondary schedules--given in Appendix I.-- were sent response sheets for their secondary schedules in the same packet.) Such packets were prepared for every broadcaster-day in the survey (i.e., there were seven for each broadcaster). They were sorted into chronological order by date to be surveyed, and placed into groups representing each week in the survey period. The packets were not sealed.

In addition, names and titles of persons responsible for ITV schedules for each of the broadcasters were obtained from PBS records. For each date on which school might have been in session (weekdays excluding summer and national holidays), a cover letter discussing the importance of complete information about the ITV schedule was prepared. Each of these letters contained the actual data for which the broadcaster would be surveyed. These envelopes were sorted by broadcasters and dated, stamped and sealed.

At approximately one-month intervals, advance schedules for the PBS program feed were obtained and precoded on gummed labels. At the beginning of the year and in the fall, two sheets of gummed labels with ITV programs were also precoded.

These labels were sheets of paper strips that could be peeled from a backing paper and fixed to the survey response forms. They eliminated the need for respondents to apply codes to all but four variables (air time, method of transmission, use of materials, and repeats). They were used for 12,588 (57.7%) of the 21,833 programs reported in the overall survey.

Week-by-week, sheets of precoded programs and cover letters were inserted in packets, which were then sealed and stamped; and packets were mailed approximately one week before the first sample date in a week-long group. Separate ITV cover letters for applicable broadcasters were also sent.

A master schedule of survey dates and broadcasters had been prepared. As responses arrived, they were tallied against this schedule. If no response was received within five weeks, a follow-up packet was sent. (The response rate to the first mailing was better than 89%.) The follow-up packet contained all the survey materials plus a special follow-up cover letter (See Appendix IV). The single follow-up raised the response rate to over 97%. Following another five-week period, the assistant project director either sent out a second follow-up letter or telephoned the broadcaster based on his previous contacts with the broadcaster. If earlier survey dates had been late or accompanied by a letter of comment about the survey, a personal follow-up letter was written. If there had been no response at all from the broadcaster, a telephone call was made.

In the first week of February 1977, all broadcasters who had not returned one or more survey forms were telephoned. Most agreed to return the forms as soon as possible. A few indicated that the survey was too great a burden, and they were asked to send copies of their logs for the appropriate dates. In the end, there was some data from all broadcasters.

The survey year had been divided into seven equal segments. When returns from a given segment were complete, they were manually edited. Precoded program identification numbers were added where gummed labels had not been used. Illogical coding was checked, and illegal codes were corrected. The forms had been designed so that they could be used directly by keypunchers; thus, the editor had to ensure that there were no ambiquities or illegal codes.

Data were keypunched and verified by a commercial service. They were then processed through a computer editing routine that searched for logical errors (i.e., a program seeming to be a feature film is also coded as a news interview with an invited guest). With 21,833 cases to be processed, the editing routine identified relatively few problems; and almost all of these seemed to be clerical errors-- typically keypunch column shifts. It proved especially important to correct these column shifts because they might indicate 600 minutes of material of the wrong type instead of 60 minutes of the appropriate program type.

The edited data set was processed by way of standard analyses available in the Statistical Package for the Social Sciences (SPSS). One major file for all programs and subfiles for ITV, News/Public Affairs, and "General + News" was created. A separate file for secondary schedules was also created. The subfiles allowed processing of subsets of data without requiring a search through all 21,833 cases. Analyses used the frequencies and cross tabs routines of the SPSS package.

There was a low percentage of missing data (less than 5%) for any given variable, although in some cases "Don't Know" was a valid response. It was assumed that missing data were distributed in proportion to the responses given. Annual average hours and programs were calculated as described in Chapter I. (There were no missing data regarding total annual averages for any broadcaster category or period of the year.) In cases of cross-tabulation, missing data increased as a function of the two or three variables used. It was assumed that uni-variate proportions were proper, and totals were adjusted to match marginal values determined by a frequency count of each variable.

The survey covered four variables about broadcasters, three variables about the date (school-in-session, day of week, and time of year), and 17 variables about programs. All possible combinations of two or more variables would have required an encyclopedic compendium of data.

Editorial judgment was exercised by the project director. He chose variables and relationships to be studied and called for additional computer analyses when the data indicated new areas to be further studied. In the end the basis analyses specified by the project proposal were made, and many additional analyses were used.

APPENDIX IV

SURVEY INSTRUMENTS AND COVER LETTERS

Definitions

(A) Air Time

i. Please use the six code categories and do not give actual air time by the clock.

ii. School hours and prime time hours vary in different communities. Consider the beginning and end of the day according to the most frequent schedule for schools in your area. Adopt the standard commercial TV definition of prime time in your area.

iii. When school is not in session (weekend, holiday or vacation) use 9AM, noon, and 3 PM to distinguish among categories.

iv. If a program begins in one time category and ends in another, give only the code for the time period in which it began.

(B) Program Title

The precoded strips include a special number for computer input. When you do not use the strips you can just write in a title and ignore the code. But if you notice a code for a program you are putting in by hand (eg. a third run of "Sesame St.") you can help us by writing in the code, although you do not have to.

(C) Black and White or Color

Programs produced in B&W should be coded 1, programs produced in color should be coded 2.

(D) Length

i. Round off program length to nearest five minutes.

ii. There are three columns for a possible three-digit answer. Thus a two hour program would be |1:2:0| and a fifteen minute program would be |0:1:5| .

(E) Producer

i. If the program is on a gummed strip and you produced it, change the (5) or (6) on the strip to (1).

ii. If the program is part of a series produced by a consortium, use (2) even if the individual program was produced by your station or a single entity.

iii. Consortium production can describe both multiple sponsorship for a single production team and several producers for a single program.

(F) Distributer

i. The response to this item should refer to the organization that placed the program in distribution, not the producer or last link in a supply chain. A program made by WXXX, distributed by PBS and received by regional interconnection lines would be (4) "PBS" on this item.

ii. Category (3) refers to regional or state distribution networks; but it does not apply to state network licensees. Thus, programs distributed in South Carolina by the S.C. ETV Authority would be (1) "from our facilities: while programs that an Ohio station receives from the network in that state would be (3) "regional or state network".

(G) Program Design

The key to this item is the distinction between two categories (1 and 2) that cover what has been called ITV and require answers to L, M, and N and the four categories that require answers to H, I, J, and K.

(1) Programs broadcast primarily for use in schools.

(2) Programs broadcast as part of a formal educational program providing material to specified people who are studying something. Examples: teacher training programs or medical training for nurses.

(3) Informal educational programs (eg. "Sesame St.") include all those providing instruction outside of a traditional, formal curriculum.

(6) Programs that have explicit educational goals in addition to information or cultural content.

(H) Special Audience (Answer only if (G) is 3,4,5,or 6)

i. Obviously multi-coding is possible. There could be a program for Hispanic women. We find that there are very few of these problems. Pick the primary special group and give only one. Use your judgement -- who was the program for?

ii. Everybody can watch everything that is broadcast; but if the content was mainly intended for a special group use the code.

iii. All special groups are encouraged and welcome to watch all PTV programs; but if the program was not specifically aimed at a special group, the code should be (0) "no special audience".

iv. If you use category 9, please also write the program title and target audience on back of answer sheet.

(I) General Type (Answer only if (G) is 3,4,5, or 6)

Pick the best category and use the two digit code.

(J) News Scope (Answer only if (I) is 01 "news/PA")

(K) News Format (Answer only if (I) is 01 "news/PA")

i. If a general news program has a magazine, interview or other componants, continue to use (1) "general news program" and not other categories.

ii. Try to find an appropriate category; but if nothing seems to be right use (9) "other news/PA".

(L) Instruction Type (Answer only if (G) is 1 or 2)

i. Two columns are provided for the two-digit code.

ii. "Children's basic education" (01) refers to general elementary school content that does not fall into a single topic area or includes more than one topic.

iii. Try to find an appropriate category; but if none are right or the content is equally divided between two or more categories, use (16) "other or combination".

(M) Grade Level (Answer only if (G) is 1 or 2)

i. Three columns are provided. Use one, two or three grades if needed.

ii. If more than three grades are covered by the program, choose the most important three grades. If less than three, leave blank spaces.

iii. Hyphens are not allowed. A program for third to fifth grades chould be coded |3:4:5| .

iv. Remember, for keypunching efficiency 10th, 11th, and 12th grades are coded (X), (Y), and (Z). Thus a program for ninth and tenth grades would be |9:X: |.

(N) Instruction Format (Answer only if (G) is 1 or 2)

Pick the best or best two categories for the two columns provided. If more than two apply, use the two that accounted for most of the program. The categories:

(1) A teacher teaching, maybe with blackboard or props.

(2) Interviewer gets response from guest who knows the subject or is the subject of the program.

(3) Two or more people discuss, interact, teach. May include a "student" asking questions, etc.

(4) Instead of only verbal description, a task is shown. Eg. chemistry experiment, auto repair method.

(5) Actual event recorded or transmitted live. Emphasis on the event. Eg. government hearing, concert.

(6) Dramatization recreates an event or creates fiction using dramatic or cinematic techniques.

(7) Documentary relies on audiovisual media to concisely present ideas. (Contrasted with lecture--talking head format.) Characterized by off-camera narration most of the time and editing for effects.

(8) Narration over graphics is short of animation and less costly. Uses cuts, pans, zooms, etc. to enhance graphic effects.

(9) Animation results from frame-by-frame changes to create the illusion of motion over time.

(O) Print Materials

i. Make sure to answer this item even when precoded strips are used.

ii. There is a possibility that there are programs for which materials are only for students; but assume teachers can have copies -- use (3) or (4).

(P) Technical

Give answer for all programs -- including precoded.

(Q) Repeat

i. Give answer for all programs -- including precoded.

ii. Categories (5) to (8) are combinations of 2,3 and 4.

Program Survey Code Sheet

Instructions

1. READ ALL INSTRUCTIONS AND CODES ON THIS CODE SHEET. BECOME FAMILIAR WITH THEM. AN ADDITIONAL SHEET OF SPECIFIC DEFINITION IS ENCLOSED TO CLARIFY MEANINGS.
2. FILL IN THE TOP OF THE PINK ANSWER SHEET. IT SHOULD ALREADY INDICATE YOUR STATION OR NETWORK AND THE DAY AND DATE FOR WHICH YOU SHOULD LIST PROGRAMS.
    a. INDICATE THE TOTAL NUMBER OF STATIONS CARRYING THIS SCHEDULE. YOUR STATION COUNTS AS ONE, AND EACH OTHER FULLY LICENSED PTV STATION COUNTS AS ANOTHER. (DO NOT COUNT TRANSLATORS.)
    b. INDICATE WHETHER LOCAL SCHOOLS WERE IN SESSION ON THIS DAY.
    c. IF YOU DID NOT BROADCAST ANYTHING ON THIS DATE, WRITE "NO BROADCASTS" ACROSS THE ANSWER SHEET AND MAIL IT BACK TO US. YOU ARE FINISHED.
3. PLACE THIS CODE SHEET OVER THE PINK ANSWER SHEET SO THAT THE COLUMNS ON THE TWO SHEETS OVERLAP. THE CODE SHEET WILL HELP FILL OUT THE ANSWER SHEET.
4. IN COLUMN (B) LIST ALL PROGRAMS OF FIVE MINUTES OR LONGER WHICH YOU BROADCAST ON THE SPECIFIED DAY. PLEASE NOTE THAT MANY COMMONLY USED PROGRAMS HAVE BEEN PRECODED ON GUMMED STRIPS. USE THESE STRIPS WHENEVER POSSIBLE.
    a. PROGRAMS DISTRIBUTED BY PBS (AND EETN) ARE LISTED ON PRECODED GUMMED STRIPS. FOR EACH OF THESE IN YOUR SCHEDULE, SIMPLY PUT THE PROPER STRIP ACROSS COLUMNS (B) THROUGH (K).
    b. COMMONLY USED INSTRUCTIONAL PROGRAMS FROM NIT/AIT (AND EETN) HAVE ALSO BEEN PRECODED. THESE STRIPS LINE UP FROM THE LAST PART OF (B) THROUGH COLUMN (N). PROGRAM TITLES ARE IN UNUSED COLUMNS; THERE IS NO NEED TO RECOPY THEM.

Ⓐ TIME OF AIRING	Ⓑ PROGRAM TITLE	Ⓒ B&W OR CLR	Ⓓ LENGTH OF PROGRAM TO NEAREST FIVE MINUTES	Ⓔ WHO PRODUCED PROGRAM?	Ⓕ WHO DISTRIBUTED PROGRAM?	Ⓖ PROGRAM WAS DESIGNED TO
(1) BEFORE SCHOOL (BEFORE 9AM) (2) MORNING DURING SCHOOL (9AM TO NOON) (3) AFTERNOON DURING SCHOOL (NOON TO 3PM) (4) AFTER SCHOOL (EARLY EVENING) (5) "PRIME" EVENING TIME (6) AFTER "PRIME" TIME		(1) B&W (2) COLOR	(EG. A ONE HOUR FIFTY-NINE MIN. PROGRAM IS "120")	(0) DON'T KNOW (1) OUR FACILITIES (2) CONSORTIUM PRODUCTION (3) C.T.W. (4) FOREIGN PRODUCER/INTERNATNL CO-PRODCTN (5) MAJOR PTV PRODUCER: WNET, WGBH, WETA/NPACT, KCET (6) ANOTHR PTV ORGNIZATN: FCI, SECA, BCTV, OR A PTV STATN (7) INDEPENDNT OR INSTRUCTIONAL TV PRODUCER (8) COMMERCIAL U.S. TV (9) OTHER	(0) DON'T KNOW (1) PROGRAM FROM OUR FACILITIES (2) EXCHANGE FROM OTHER PTV STATN (3) REGIONAL NETWORK OR (IF NOT A "STATE" LICENSEE) STATE NET (4) PBS (5) PTL (6) NIT/AIT (7) GPNITL (8) OTHER INSTRUCTIONAL SUPPLIER (9) OTHER SOURCE	(1) BE USED IN TRADITIONAL SCHOOL OR INSTRUCTION SUBJECT (2) BE PART OF SELF-TEACH PROGRAM IN STANDARD INSTRUCTION SUBJECT (3) INFORMALLY EDUCATE (4) GIVE NEWS, SKILLS, GEN INFORMATION (5) ENTERTAIN OR CULTURALLY ENLIGHTEN (6) BOTH EDUCATE & GIVE GENERAL INFORMATION
AIR TIME	PROGRAM TITLE CODE	B&W	LENGTH	PRODUCER	DISTRIBUTER	DESIGN

5. Air Time HAS BEEN DIVIDED INTO 6 CATEGORIES. PUT THE PROPER CODE (NOT ACTUAL TIME) IN COLUMN (A) FOR EACH PROGRAM.

6. MOVE THIS CODE SHEET DOWN THE ANSWER SHEET, AND CLASSIFY THE PROGRAMS ONE BY ONE.

   a. FOR EACH PRECODED PROGRAM Air time--A, materials--O, Technical--P, AND Repeat--Q MUST BE FILLED IN. SOMETIMES Producer--E WILL HAVE TO BE CHANGED IF YOU TOOK PART IN THE PRODUCTION (SEE DEFINITION SHEET).

   b. IF THE PROGRAM IS NOT PRECODED:

      i. PICK THE CORRECT NUMERIC CODE FO FOR Air Time--A, Color or B&W--C, Length--D, Producer--E, Distributor--F, AND Design--G.

      ii. DEPENDING ON THE Design--G RESPONCE, PICK CODES FOR EITHER (Special Audience--H General Type--I, PLUS (IF APPROPRIATE) News Scope--J AND News Format--K OR (INstruction Type--L, Grade--M, AND instruction Format--N. LEAVE BLANKS WHERE NO CODE IS NEEDED.

   iii. THEN COMPLETE Materials--O, Technical--P and Repeat--Q.

7. RETURN THE COMPLETED ANSWER SHEET(S) IN THE ENCLOSED ENVELOPE.

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IF ITEM G IS 3,4,5 OR 6:ANSWER H & I (PLUS J & K IF NEEDED) SKIP L-M-N, AND GO TO O,P,& Q.

IF ITEM G IS 1 OR 2: SKIP H-K ANSWER L, M, & N PLUS O,P,& Q

Ⓗ PRIMARY SPECIAL AUDIENCE
(0) NO SPECIAL AUDIENCE
(1) EDUCATNLY DEPRIVED
(2) LOW ECONOMIC STATUS
(3) WOMEN
(4) ELDERLY VIEWERS
(5) BLACK VIEWERS
(6) HISPANIC VIEWERS
(7) OTHER ETHNIC OR RACIAL MINORITY
(8) IMPAIRED HEARING
(9) OTHER, SPECIFY ON BACK
SPEC. AUD.

Ⓘ TYPE OF GENERAL PROGRAM
(01) NEWS/PUBLIC AFFAIRS
(02) HISTORY/BIOGRAPHY
(03) GENERAL INFORMATION
(04) SCIENCE
(05) SKILLS (HOW-TO-DO-IT)
(06) CHILDREN'S
(07) CULTURE/ART/REVIEWS
(08) MUSIC/DANCE PERFORMANCE
(09) DRAMA PERFORMANCE OR SERIES
(10) FEATURE FILM
(11) COMEDY/SATIRE
(12) VARIETY
(13) SPORTS
(14) STATION PROMOTION/AUCTION/FUND RAISING
(15) OTHER
GENRL TYPE

Ⓙ Ⓚ TYPE OF NEWS OR PUBLIC AFFAIRS PROGRAM

GEOGRAPHIC SCOPE
(1) LOCAL
(2) STATE OR REGIONAL
(3) NATIONAL
(4) INTRNATNL
(5) NATNL/INTERNATIONAL
(6) LOCAL/NATNL/INTERNATIONAL
(7) OTHER
NEWS SCOPE

FORMAT
(1) GENERAL NEWS PROGRAM (EVEN IF ANOTHER CODE MAY BE USED)
(2) PUBLIC AFFRS MAGAZINE OR DOCUMENTARY
(3) REPORT/DISCUSSN/ANALYSIS SERIES
(4) SPECIAL NEWS REPORT/DISCUSSION/ANALYSIS
(5) INTRVIEW INVITED GUEST
(6) POLITICAL OR GOVERNMENTAL BODY AT WORK
(7) PRESS CONF. OR SPEECH
(8) COVERAGE OF OTHER EVENT
(9) OTHER NEWS/PUBLIC AFFRS
NEWS FORMAT

Ⓛ TYPE OF INSTRUCTIONAL SUBJECT
(01) CHILDREN'S BASIC/EDUCA.
(02) READING & WRITING
(03) LITERATURE & HUMANITIES
(04) FOREIGN LANGUAGE
(05) MATHEMATICS
(06) NATURAL & PHYS SCIENCE
(07) SOCIAL SCNCE
(08) HISTORY
(09) MUSIC, ART, & THEATER
(10) HOME ECONOM/CONSUMER ED
(11) HEALTH, PHYS ED & SAFETY
(12) ENVIRONMENT
(13) TEACHER-TRAINING
(14) PROFESSIONAL (NOT TEACHER) TRAINING
(15) OTHER CAREER & VOCATIONAL
(16) OTHER OR COMBINATION
INSTR TYPE

Ⓜ INSTRUCTION OR GRADE LEVEL(S)
(GIVE ONE, TWO, OR THREE GRADES IF NEEDED)
CODE:
K THRU 9TH: USE SYMBOLS "K" TO "9"
X = 10TH
Y = 11TH
Z = 12TH
J = JUNIOR COLLEGE
C = COLLEGE OR UNIV.
A = ADULT EDUCTION
GRADE(S)

Ⓝ INSTRUCTIONAL FORMAT COMPONANTS
(GIVE ONE OR, IF NEEDED, TWO)
(1) LECTURE/MONOLOGUE
(2) INTERVIEW WITH EXPERT
(3) DISCUSSION AMONG PEOPLE
(4) DEMONSTRATION: PERSON SHOWS TECHNIQUE
(5) ACTUALITY: REAL EVENT IN REAL TIME
(6) DRAMATIZATION
(7) DOCUMENTARY: NARRATED AND/OR EDITED
(8) NARRATED GRAPHIC SYMBOLS
(9) ANIMATION
INSTR. FORMAT

Ⓞ WERE PRINT MATERIALS PROVIDED FOR PRGRM?
(0) NO MATERIALS
(1) TEACHER MATERIALS FROM US
(2) TEACHER MATERIALS AVAILABLE ELSEWHERE
(3) STUDENT & TEACHER MATERIALS FROM US
(4) STUDENT & TEACHER MATERIALS AVAILABLE ELSEWHERE
(5) HOME VIEWER MATERIALS FROM US
(6) HOME VIEWER MATERIALS AVAILABLE ELSEWHERE
(7) HOME CREDIT MATERIALS AVAILABLE
(8) OTHER SITUATION: MATERIALS AVAILABLE
PRINT MATERIALS

Ⓟ PROGRAM WAS....
(1) LIVE FROM OUR FACILITIES
(2) TAPED IN OUR FACILITIES
(3) FROM OUR REMOTE UNIT
(4) DIRECT FROM INTERCONNECT
(5) TAPED FROM INTERCONNECT FOR REPLAY
(6) BICYCLED OR OTHER TAPE
(7) VIA FILM CHAIN
(8) RETRANSMISSION OF OFF-AIR PICK UP
(9) OTHER
(0) DON'T KNOW
TECHNICAL

Ⓠ REPEATED PROGRAM?
(1) NO. FIRST TIME ON OUR STATN
(2) REPEAT: PROGRAM AIRED EARLIER TODAY
(3) REPEAT: PROGRAM AIRED DURING LAST SEVEN DAYS
(4) REPEAT: PROGRAM AIRED BEFORE SEVEN DAYS AGO
(5) REPEAT: RUN EARLIER TODAY & DURING LAST 7 DAYS (2&3)
(6) REPEAT: RUN EARLIER TODAY & BEFORE LAST 7 DAYS (2&4)
(7) RPT: ON DURING & BEFORE LAST 7 DAYS (3&4)
(8) REPEAT: RUN EARLIER TODAY & DURING & BEFORE LAST 7 DAYS (2&3&4)
REPEAT

Program Survey

Answer Sheet

BROADCASTER ______________________________ c01-03

DAY/DATE ______________________________ c06-08

Ⓐ	Ⓑ		Ⓒ	Ⓓ	Ⓔ	Ⓕ	Ⓖ
TIME	PROGRAM TITLE	CODE	B&W	LENGTH	PRODUCER	DISTRIBUTER	DESIGN
c11		c12-15	c16	c17-19	c20	c21	c22

SCHEDULE REPRESENTS ______ STATIONS.
c04-05

WERE LOCAL SCHOOLS IN SESSION TODAY? 1=yes 2=no ______
c09

PAGE# ______

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O.M.B. No. 51-R0995

IF ITEM G IS 3,4,5 OR 6:ANSWER
H & I (PLUS J & K IF NEEDED)
SKIP L-M-N, AND GO TO O,P,& Q.

IF ITEM G IS 1 OR 2: SKIP H-K
ANSWER L, M, & N PLUS O,P,& Q

Ⓗ	Ⓘ	Ⓙ	Ⓚ	Ⓛ	Ⓜ	Ⓝ	Ⓞ MATERIALS	Ⓟ TECHNICAL	Ⓠ REPEAT
c23	c24-25	c26	c27	c28-29	c30-32	c33-34	c35	c36	c37

continue on additional answer sheet if needed

SAMPLE GUMMED LABELS

ABC Capt. News	1153	2	0	3	0	8	4	4	▨	R	0	1	5	1	▨
Adams Chron.	1207	2	0	6	0	5	4	5	▨						▨
Agony of Independence	1348	2	0	6	0	6	4	4	▨	0	0	1	4	2	▨
Agronsky & Company	1237	2	0	3	0	8	3	4	▨	0	0	1	5	3	▨
Agronsky at Large	1310	2	0	3	0	5	4	4	▨	0	0	1	5	3	▨
Amazing Grace	1320	2	0	9	0	5	4	5	▨	0	0	8			▨
America, Amer, America	1288	2	0	9	0	6	4	5	▨	0	0	8			▨
American Ballet Th	1335	2	0	9	0	5	4	5	▨	0	0	8			▨
Antiques	1287	2	0	3	0	6	4	4	▨	0	0	5			▨
Antonia	1273	2	0	6	0	7	4	4	▨	0	0	2			▨
Anyone for Tennyson	1208	2	0	3	0	6	4	5	▨	0	0	7			▨
At the Top	1346	2	0	6	0	6	4	5	▨	0	0	8			▨
Austin City Limits	1209	2	0	6	0	6	4	5	▨	0	0	8			▨
Autotest '76	1274	2	0	6	0	6	4	3	▨	0	0	3			▨
Aviation Weather	1019	2	0	3	0	6	4	4	▨	9	0	1	3	9	▨
Barber of Seville	1228	2	1	5	0	5	4	5	▨	0	0	8			▨
Behind the Lines	1249	2	0	3	0	5	4	4	▨	0	0	1	3	2	▨
Bernstein at Tanglewood	1229	2	0	6	0	5	4	5	▨	0	0	8			▨
Bernstein: New York Phil.	1321	2	0	6	0	5	4	5	▨	0	0	8			▨

Bicen. Hall Fm:Rivalry	1340	2	0	9	0	6	4	5	▨	0	0	9			▨
Bicen Hall: Truman Pots	1341	2	0	9	0	6	4	5	▨	0	0	9			▨
Bill Moyers Journal	1018	2	0	6	0	5	4	4	▨	0	0	1	5	3	▨
Bit with Knit	1238	2	0	3	0	6	—	4	▨	0	0	5			▨
Black Journl	1201	2	0	3	0	5	4	5	▨	5	0	3			▨
Black Persp On News	1178	2	0	3	0	6	4	4	▨	5	0	1	3	5	▨
Boarding House	1350	2	0	3	0	6	4	5	▨	0	0	8			▨
Book Beat	1010	2	0	3	0	6	4	4	▨	0	0	7			▨
Boston Pops: Hollywood	1345	2	0	9	0	5	4	5	▨	0	0	8			▨
Burglar Proofing	1269	2	0	3	0	6		4	▨	0	0	5			

ORIGINAL COVER LETTER

memorandum
Corporation for Public Broadcasting · 1111 16th Street, N.W. · Washington, D.C. · 20036 · Tel. (202) 293-6160

TO: Station Managers and Program Managers

FROM: Henry Loomis

SUBJECT: Program Content Survey

As you know, we are undertaking a biennial survey of public television program content. Results of the 1974 survey, published as Public Television Program Content: 1974, have been well received. We hope they have proven useful to you. The data from this survey are essential to adequate representation of public television, its impact, and its contribution. They provide a valuable record of trends in PTV programming. Earlier surveys have been extremely useful in testimony before Congress, as well as local, state, and national funding sources. They have also given us our best picture of the content and role of public television in the United States.

The enclosed materials have been carefully designed to consume a minimum of your time. We have worked closely with PBS and other interested organizations and stations in an attempt to create a useful survey. CPB is aware that surveys can impose quite a burden; and we hope that a coordinated, efficient information-gathering system will help reduce the imposition.

Please return your completed pink answer sheet with the information about programs broadcast on the indicated date. If you were not on the air, just write "no broadcasts" and return the form. A preaddressed return envelope is enclosed.

Please do not hesitate to call the Programming Project in San Francisco if you have any questions. Natan Katzman is in charge. Phone Nat (415) 626-4065 if you have any problems or questions.

Thank you for your cooperation.

ITV COVER LETTER

corporation for public broadcasting

1111 16th Street, N. W. · Washington, D.C. · 20036 · Tel. (202) 293-6160

MEMORANDUM

TO: ITV Directors, All Stations

FROM: Mark Handley, PBS, and Mary Sceiford, CPB

RE: CPB Public Television Program Content Survey 1976

The date given below is one of several on which your station is being surveyed relative to television program content. Your program manager will soon be receiving forms requesting detailed program information on your station's schedule for this date. Precise and correct information is of utmost importance as this will be the basis of the 1976 edition of "Public Television Program Content", published by the CPB.

Although your program manager will be readily able to provide most of the information requested, there are several areas in which your particular expertise may be of value. Some information you may have about ITV programs may be unavailable to your program manager: the intended grade level of a series, the educational subject covered by the program, producer, distributor, the format of the program, and whether there are print materials available for use with the program. Some of this information may be needed for night-time instructional programming as well as for your daytime slots.

We believe that your input can improve the completeness and accuracy of this survey and we urge you to contact your program manager as soon as possible.

NEXT SURVEY DATE:

FIRST FOLLOW-UP LETTER

corporation for public broadcasting

1111 16th Street, N. W. · Washington, D.C. · 20036 · Tel. (202) 293-6160

Programming Project
Box 1087
San Francisco, California 94101

Dear Program Manager,

Over a month ago we mailed you the forms for a sample date in the CPB/NCES programming survey. The completed forms have not come back yet. They may have been lost or misplaced; or they may have crossed this letter in the mail. If they are already on their way, thanks. We know that broadcasters are often too busy to be bothered with this kind of thing. Let me assure you that CPB and PBS are now the only two national organizations that should be gathering data, and we have worked closely together in the design of this survey.

Enclosed is another set of materials for the survey. We have tried to make the procedure as simple as possible; but it will obviously take a bit of time to complete the forms. (The average has been between 30 and 40 minutes.)

Let me make a personal plea. Public television needs valid data. We have to be able to document strengths and weaknesses, plan for future growth, and make our case before local and national funding agencies. Please help us help public television by having someone take half an hour with this survey once every two months or so.

By the way, we hope the instructions are not as intimidating as they may seem at first glance. There are a lot of "special cases" that have to be covered by instructions; but the survey should be simple and clearly defined for almost all programs. However, if you have any problems please phone me or Ken Wirt, my research associate, at (415) 626-4065 (California time).

Thanks very much for your help.

Sincerely,

Natan Katzman

Natan Katzman,
Project Director
Research & Programming Services

Please note: The day and date for which we want your schedule are on the top of the pink answer sheet. Use precoded strips to save time.

APPENDIX V*

Percentage of ITV Programs:

SUBJECT MATTER	GRADE LEVEL						
	K	1	2	3	4	5	6
Basic Education	23.5	18.3	8.4	7.7	8.0	9.2	9.7
	(93)	(101.8)	(57.9)	(55.1)	(63.8)	(65.5)	(61.0)
Read-Write	10.0	12.3	32.6	29.5	23.1	5 8	7.3
	(39.4)	(68.7)	(225.5)	(211.6)	(185.1)	(41.1)	(46.4)
Literature/Humanities	5.9	6.6	5.7	5.2	10.2	15.2	8.9
	(23.4)	(36.6)	(39.4)	(37.0)	(81.9)	(108.4)	(56.1)
Foreign Language	1.7	1.5	1.5	1.2	0.8	1.2	1.1
	(6.6)	(8.4)	(10.1)	(9.1)	(6.6)	(8.4)	(7.0)
Mathematics	3.3	3.8	4.1	7.6	7.3	7.8	9.7
	(12.9)	(21.3)	(28.6)	(54.4)	(58.2)	(55.4)	(61.0)
Science	5.7	9.5	7.5	13.9	12.5	12.1	13.8
	(22.7)	(53.0)	(51.9)	(99.4)	(100.1)	(86.1)	(87.2)
Social Science	3.5	5.0	5.3	5.9	7.4	9.2	12.3
	(13.9)	(27.9)	(36.3)	(42.5)	(59.3)	(65.2)	(77.4)
History	1.7	1.1	1.1	2.3	3.0	4.2	3.4
	((6.6)	(6.3)	(7.3)	(16.7)	(23.7)	(29.6)	(21.6)
Music/Art/Theater	19.4	19.5	15.2	9.8	7.4	11.6	11.9
	(76.7)	(108.8)	(105.3)	(70.1)	(59.6)	(82.3)	((75.3)
Home Economics	0.4	0.3	0.4	0.3	0.6	0.6	0.9
	(1.7)	(1.7)	(2.8)	(2.4)	(5.2)	(4.2)	(5.6)
Health/PE/Safety	17.1	13.7	11.2	11.6	9.8	11.4	6.8
	(67.6)	(76.3)	(77.4)	(83.3)	(78.4)	(80.9)	(42.9)
Environmental	1.4	1.6	1.6	1.4	1.3	1.7	1.8
	(5.6)	(8.7)	(10.8)	(9.8)	(10.8)	(11.9)	(11.5)
Teacher Training	0	0	0	0	0	0	0
	0	0	0	0	0	0	0
Professional Training	0	0	0	0	0	0	0
	0	0	0	0	0	0	0
Vocational	0.6	0.6	0.4	0.6	5.7	6.8	7.8
	(2.4)	(3.5)	(3.1)	(4.2)	(46.0)	(48.5)	(49.2)
Other	5.7	6.1	4.8	2.9	2.8	3.4	4.7
	(22.7)	(33.8)	(33.5)	(20.6)	(22.3)	(24.1)	(29.6)
TOTALS: %'s	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(395.7)	(557.1)	(690.9)	(716.4)	(801.4)	(711.5)	(631.7)
HOURS	396	557	691	716	801	712	632

*Special care should be taken in interpreting percentages due to small cell sizes.

Grade Level by Subject Matter*

GRADE LEVEL

7	8	9	10	11	12	College	College	Adult
9.5	10.4	9.1	1.2	1.2	1.1	0	0	0.8
(33.8)	(31.7)	(22.3)	(2.1)	(2.1)	(1.7)	0	0	(1.1)
7.3	6.6	7.8	3.7	3.5	5.1	6.5	2.6	4.6
(26.1)	(20.2)	(19.2)	(6.6)	(5.9)	(8.0)	(4.2)	(2.8)	(6.6)
12.1	13.8	18.9	11.5	11.5	13.0	8.6	9.8	4.6
(43.2)	(42.2)	(46.4)	(20.6)	(19.5)	(20.6)	(5.6)	(10.5)	(6.6)
1.7	1.5	3.3	9.7	9.9	9.9	7.6	6.8	7.3
(5.9)	(4.5)	(8.0)	(17.4)	(16.7)	(15.7)	(4.9)	(7.3)	(10.5)
7.2	8.4	5.6	3.1	3.5	5.1	1.7	4.9	3.4
(25.8)	(25.5)	(13.9)	(5.6)	(5.9)	(8.0)	(1.1)	(5.2)	(4.9)
14.5	15.2	11.7	9.4	8.5	9.0	9.1	8.2	4.9
(51.6)	(46.4)	(28.9)	(16.7)	(14.3)	(14.3)	(5.9)	(8.7)	(7.0)
12.3	12.7	9.1	20.7	21.2	21.8	21.0	13.0	6.5
(43.9)	(38.7)	(22.3)	(37.0)	(35.9)	(34.5)	(13.6)	(13.9)	(9.4)
5.2	5.2	12.0	15.8	15.7	7.1	0	2.9	0.8
(18.5)	((16.0)	(29.6)	(28.2)	(26.5)	(11.2)	0	(3.1)	(1.1)
11.5	7.0	9.8	5.9	6.0	5.7	10.8	7.2	5.4
(40.8)	(21.3)	(24.1)	(10.5)	(10.1)	(9.1)	(7.0)	(7.7)	(7.7)
0.9	1.7	2.0	5.3	5.0	5.3	8.0	3.9	3.1
(3.1)	(5.2)	(4.9)	(9.4)	(8.4)	(8,4)	(5.2)	(4.2)	(4.5)
8.7	8.8	2.6	2.0	1.8	2.2	3.7	3.9	2.6
(31.0)	(26.8)	(6.3)	(3.5)	(3.1)	(3.5)	(2.4)	(4.2)	(3.8)
2.2	2.1	2.8	1.6	1.7	2.0	3.2	2.9	1.5
(7.7)	(6.3)	(7.0)	(2.8)	(2.8)	(3.1)	(2.1)	(3.1)	(2.1)
0	0	0	0	0	0	2.2	16.3	19.4
0	0	0	0	0	0	(1.4)	(17.4)	(27.9)
0	0	0	0	0	0	1.1	5.2	10.4
0	0	0	0	0	0	(0.7)	(5.6)	(15.0)
1.9	2.1	2.7	5.9	5.6	6.6	8.6	5.2	7.0
(6.6)	(6.3)	(6.6)	(10.5)	(9.4)	(10.5)	(5.6)	(5.6)	(10.0)
5.1	4.6	2.7	3.9	4.6	5.5	7.6	6.8	18.0
(18.1)	(13.9)	(6.6)	(7.0)	(7.7)	(8.7)	(4.9)	(7.3)	(25.8)
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(356.3)	(305.0)	(246.1)	(178.5)	(169.1)	(158.3)	(64.8)	(106.7)	(143.6)
356	305	246	179	169	158	65	107	144

Smaller numbers in parenthesis represent average annual programs per broadcaster.

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	1974		1976	
	Annual Average	% of Total	Annual Average	% of Total
E) ITV				
	*	*	**	**
Hours	662	17.1	752	16.6
Programs	1931	29.5	2185	29.1
F) Sesame Street/Electric Company***				
Annual Hours per Broadcaster:				
Sesame Street	558	14.4	564	12.4
Electric Company	263	6.8	244	5.4
G) Special or Target Audience				
Average Annual Hours per Broadcaster	278	7.2	294	6.5
Average Annual Programs per Broadcaster	532	8.1	573	7.5
H) Local Programming				
Average Annual Hours per Broadcaster	422	10.9	430	9.5
Average Annual Programs per Broadcaster	858	13.1	840	11.0

I) Percentage of Hours and Programs by Time of Day	Hours	Programs	Hours	Programs
During School/9a.m.-3p.m.	32.9%	42.9%	32.6%	41.8%
After School	29.1	28.1	28.4	28.0
Prime Time	31.0	22.8	27.4	19.4
Late	4.6	3.8	7.3	6.1
Pre-School/pre-9a.m.	2.5	2.5	4.3	4.3

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*Does not include "Electric Company" or "Villa Alegre."

**Includes "Electric Company" (1.6 % of total) and "Villa Alegre" (0.2% of total) broadcast during school hours on days when school was in session.

***Includes all broadcasts of "Electric Company."

[1] See Definitions in Chapter I.